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Canada. Royal commission on publications.

Hearings. v. 8-11. 1960

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5780
ROYAL COMMISSION ON

Publications

HEARINGS

HELD AT

VANCOUVER

VOLUME No.:

8

DATE:

NOV 23 1960

OFFICIAL REPORTERS
ANGUS, STONEHOUSE & CO. LTD.

372 BAY STREET
TORONTO

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ANGUS, STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

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4 ROYAL COMMISSION ON PUBLICATIONS

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6 Proceedings of hearings held
7 at the University of British
8 Columbia, in the City of
9 Vancouver, British Columbia,
on the 23rd day of November,
1960 et. seq. at 10:30 a.m.

10
11 COMMISSION:

12
13 M. GRATTAN O'LEARY Chairman
14 J. GEORGE JOHNSTON Member
15 CLAUDE P. BEAUBIEN Member
16
17
18

19 ---O---

20
21 P. MICHAEL PITFIELD Secretary
22 G.H. QUINN Administrative
23 Officer
24
25
26

27 ---O---



ANGUS, STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

I N D E X

SUBMISSIONS

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ANGUS. STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

- 2 -

1 --- On resuming at 10:30 a.m.

2
3 MR. PITFIELD: Mr. Chairman, with your
4 permission I would like to introduce several copies
5 of the Community Arts Council News and Calendar
6 as Exhibit V-22.

7
8 EXHIBIT V-22: Copies of the Community
9 Arts Council News and
Calendar.

10 MR. PITFIELD: Mr. McNairn.

11 MR. McNAIRN: Mr. Chairman, I am Ian McNairn,
12 President of the Community Arts Council of Vancouver.

13 The Community Arts Council of Vancouver
14 retains in its charter...

15 THE CHAIRMAN: What is your name?

16 MR. McNAIRN: My name is Ian McNairn.

17 We retain in our charter a clause which
18 states as its aim, to bring to the attention of civic
19 and provincial authorities the cultural needs of
20 the community. Also in its aims are included
21 the following points: to stimulate and encourage the
22 development of cultural projects and activities.
23 To foster interest and pride in the cultural heritage
24 of this community. To interpret the work of
25 cultural groups to the community, enlist public
26 interest and promote public understanding.

27 On the basis of these points we have
28 felt compelled to present to this Commission our
29 views on publications easily available in this
30



1
2 community and our concern with the present
3 situation and the future of publications in this
4 community and our country.

5 This Commission has already received
6 evidence pertaining the financial and competitive
7 problems faced by the periodical industry in this
8 country. The Commission will hear a great deal
9 more about this before the hearings are completed.
10 For this reason we are not proposing to discuss these
11 problems, although we are well aware that they
12 exist.

13 In keeping with our constitutional
14 objectives, we are confining our position to the
15 relationship of publications to the cultural
16 development of the community and the nation, although,
17 we will refer to culture in its broader anthropological
18 associate logical aspect our prime interest is in
19 culture as it refers to the arts. We feel
20 justified in taking this point of view on the
21 basis of the stated intention of the Commission to
22 probe deeply into every function of the industry
23 and every influence affecting it. I am depending
24 on this statement to the accuracy of the press.

25 For years we have talked about the need
26 for a Canadian culture. This is implied by two
27 things - the desire to maintain our identity or
28 perhaps to create a distinctive identity in the
29 face of the dynamic and energetic phenomenon
30



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2 development in our neighbour, which, by its very
3 nature might engulf us. Secondly there is the
4 desire to raise and broaden the intellectual and
5 cultural life of our country. Frequently the
6 second motivation has been the tool of the first.
7 I consider the first political and the second one
8 perhaps the intellectual direction. Through political
9 desire the people have turned to intellectual leaders
10 for direction in this dilemma, but the basic aim of the
11 intellectual leaders is not necessarily the same.
12 Although these two motivations are frequently inter-
13 related we feel that they should be reviewed
14 independently. The desire to create a national
15 character or culture has brought forth innumerable
16 problems not faced by any other country. The
17 geographical dispersion of our population alone has
18 prevented any concept of national character except
19 in a very few. I believe that this Commission
20 when I am through will hear from one of the very
21 few people who has, I believe, a concept of the
22 national character.

23 Regionalism has been more significant,
24 particularly with the enforced regionalism of
25 French speaking Canada. In British Columbia
26 we have some regionalism created by geography,
27 economy, and an attitude which has prompted people
28 to go as far as they could from Montreal and
29 Toronto. The regional characteristics are strong
30



1
2 and important for this Canadian mosaic. This
3 should be reflected in regional publications.
4 Perhaps the regional characteristics are in the end
5 much more important than these elusive national
6 characteristics. The country is a loosely defined
7 east west **network** of nebulous characteristics. It
8 is only in the last few years that a sense of
9 cultural cohesiveness has become possible. This is
10 due to improved communications of our highways,
11 railways, air lines, pipe lines, the Financial Post,
12 Maclean's, the C.B.C. and some other government
13 sponsored agencies have also contributed to this,
14 such as the National Gallery, the National Film Board,
15 and The Canada Council. Speaking specifically about
16 that kind of culture relating to the arts the greatest
17 contributing force for the last generation has been
18 the C.B.C. Through this agency we see and hear
19 what is happening in the major cities of the nation.
20 We have learned to respect what other parts of the
21 country have to offer. This respect is the basis
22 for national consciousness. However, radio and
23 television could never replace the printed word.
24 The printed word provides a permanent record of
25 man's ideas and thoughts, while radio and television
26 provide a passing experience. Our publications
27 therefore are of utmost importance.

28 The significance of these agents of
29 national unity has long been recognized. This was
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2 stressed in the report of the Massey Commission.
3 It was the basis for government support for the
4 C.B.C., for the establishment of the Canada Council,
5 for the extension services of the National Gallery.
6 Behind all this has been the American bogeyman.
7 The fear of lack of character or lack of identity
8 has propelled action, usually government action,
9 to thwart this. Now we come to the second aspect
10 of the problem - the determination to raise the
11 intellectual and cultural level of the people.
12 This is a long slow struggle. Here again the
13 C.B.C. and more recently the Canada Council has
14 made an immeasurable contribution. Of course,
15 some leadership has come from the Universities.

16 In the light of these motivations we
17 would like to review publications as they are
18 available in this country. The question has been
19 raised whether or not this Commission is concerned
20 with cultural periodicals or the cultural aspects
21 of publications. We would like to suggest this
22 is a fundamental issue. The important point is
23 the effect of the printed word on the public, if
24 it is constructive, informative, helpful, then
25 it should be supported and encouraged. If not,
26 then it should not be supported or encouraged.
27 If the periodical is published in Tristan da
28 Cunha and makes a worthwhile contribution to the
29 people of this country, a contribution that cannot
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2 duplicated in this country, then it should be
3 encouraged, it doesn't matter if it is published
4 in Tristan da Cunha. On the other hand if it cannot
5 add to our character or way of life, or if it is
6 detrimental to our pattern of life in any way then
7 it should not be encouraged. The decision as to
8 whether or not the effects are detrimental is a
9 most serious undertaking.

10 The Commission has heard frequently and
11 will continue to hear about the competition of
12 American periodicals. The arguments are on the
13 basis of the selling of Canadian publications to
14 unfair competition and the resultant swamping of
15 the nebulous Canadian character by the "American
16 way of life" through propaganda of the printed word.
17 Are we going to restrict the important of periodicals
18 or otherwise impede their distribution so that our
19 own publications can flourish? This may answer
20 some of the economic problems but it will not
21 ensure higher standards in our own publications.
22 If we are to create this Canadian culture we must
23 raise standards, not barriers. There has been
24 little evidence of improvement of standards in the
25 last generation. If we want a high quality
26 publication today we purchase a foreign one. There
27 is very little encouragement in Canada for high
28 quality articles. Good criticism in literature, art,
29 or music is rare indeed. The hope for monetary
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1
2 return for potential writers is discouraging. While
3 musicians and painters are now up against this
4 competition for recognition and rich rewards the
5 Canadian writer has few opportunities to earn his
6 pittance. This must be stimulated if we in turn
7 are to be stimulated into a Canadian character.
8 Our need is not to reduce the variety of American
9 periodicals, but to increase high quality periodicals
10 from other countries and particularly to improve our
11 own standards, standards in content, style, layout
12 and design. We should not exclude serious
13 published material in order to protect our own
14 mediocrity or in order to shield our own fast
15 standards.

16 Occasionally periodicals have received
17 financial assistance to improve their format or
18 their circulation. However, there has been little
19 evidence of improved standards of the contents of
20 the articles. This is where the need is most
21 urgent.

22 Our next problem, once we have good
23 things to read, is to get people to read them.
24 We have not had the time to gather the statistics
25 we would like, but probably the Commission will
26 receive these figures if they have not got them
27 already. If we were to see the total number of
28 periodicals sold annually in this country and the
29 total of high quality periodicals and the total
30



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2 number of books and compare these figures with
3 those of other countries, particularly the United
4 Kingdom and Scandanavia, I fear we would come to
5 the conclusion that Canada is not a highly literate
6 country. Educationists are somehow at fault in
7 not encouraging general reading in the homes.
8 Serious reading is associated with text books and
9 brains, symbolic of a period which one happily
10 outgrows. You can lead a man to a book, but you
11 cannot make him read.

12 This is the basis of our approach to
13 this problem and we present it to the Commission
14 as a point of view which we feel requires some
15 consideration or we might say as a balance to a
16 wide point of view which ignores our particular
17 aim.

18 THE CHAIRMAN: Mr. McNairn, we wish to
19 thank you for your very arresting and challenging
20 submission.

21 There are one or two statements you have
22 made that are puzzling me. You say if we could
23 create this Canadian culture we must raise
24 standards, not barriers, and you add there has been
25 little evidence of improvement of these standards
26 in the last generation. Do you really believe
27 that is true, that there has been no improvement
28 in the standards of, let us say, our consumer
29 magazines over the past twenty years?
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2 MR. McNAIRN: I am speaking here on the basis of
3 the quality of content, and particularly specialized
4 articles relating to literature and the arts. I would
5 confine this statement to this particular field, and I
6 feel that we have no authority to speak beyond that.

7 THE CHAIRMAN: You say, occasionally periodicals
8 have received financial assistance to improve its format
9 or its circulation. However, there has been little
10 evidence of improved standards. What do you mean by
11 received financial assistance? Who received it, and from
12 whom?

13 MR. McNairn: I didn't intend to be specific
14 in this case, but since you ask it, I am referring to
15 periodicals - I think what is uppermost in my mind,
16 I think it is Canadian art which has received assistance
17 to a large extent to enable them to expand and to
18 publish more frequently, and the quality of the
19 articles has not been raised by this.

20 THE CHAIRMAN: Would you say this of
21 Canadian Art, which has received assistance from
22 the Canada Council?

23 MR. McNAIRN: I feel there has been no
24 improvement in the content of the articles.

25 THE CHAIRMAN: You say there is some evidence
26 that we are not exactly a literary country, and you
27 cite as proof of that that certain publications in
28 the United Kingdom of a literary, philosophical
29 character have more circulation than in Canada.

30 Actually, I am told that in relation to population,



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2 British magazines like the Spectator, the News State-
3 sman and the Economist, that in fact, on a pop-
4 ulation basis, their circulation in Canada is
5 almost as good as in Great Britain. Have you seen
6 any figures on that?

7 MR. McNAIRN: Yes, I have, but unfortunately
8 I have not got them. My general impression from
9 looking over records in past years was that the
10 general public, or in our homes, there is less reading
11 than we aim for. I would put it that way, that we
12 would like to see more.

13 THE CHAIRMAN: I think the Commission agrees
14 with you there, but when you say that the magazines need
15 to improve their standards, do you think this would be
16 possible if we permit, what some think, perhaps
17 rightly, unfair, competition from the United States,
18 competition some people think, who have studied the
19 situation closely, might in some years drive our per-
20 iodicals out of the market altogether?

21 MR. McNAIRN: I think this is a basic issue. I
22 feel that the competition is, we might say, an economic
23 problem, that the unfairness is basically one of economy
24 or production, or, as has been suggested, a taxation
25 question. This, as I mentioned early in the brief, we are
26 not ignoring, but we are presenting simply another point
27 of view, which stresses the quality of content, and we
28 are quite aware that there is an economic problem here,
29 but we feel also that
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2 attention should be given to the content of the articles
3 and in many cases we cannot supply them within
4 this country.

5 THE CHAIRMAN Thank you sir.

6 COMMISSIONER BEAUBIEN: Page 2. You say here
7 that geographical disbursement of our population alone
8 has prevented any concept of national character except
9 in a very few. And you go on to say, regionalism has
10 been more significant, particularly with the enforced
11 regionalism of French-speaking Canada. What do you
12 mean exactly by that?

13 MR. McNAIRN: I am simply referring here to
14 the British North America Act, the very political
15 character that was given to this part of our country,
16 which is different to the character that has grown
17 up in other parts of our country. The very nature
18 of the fact that it has its own language, its own
19 laws, and its own customs, this I think is something
20 which is local, is regional, and this is clearly and
21 definitely defined, it is outlined, and it is, we
22 might say, part of our permanent structure, and because
23 of this permanence I used this term enforced because
24 it is a unit. A unit we respect, and which has a
25 considerable contribution to make to our own country,
26 and this by its basic nature has created a sense of
27 regionalism in Canada, and therefore I feel that this
28 quality of regionalism is basic in our whole Canadian
29 structure and could never until we alter, unless we
30 were to alter our constitution, we are not going to



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2 overcome this regionalism. This is a part of our
3 character, and a very important part, and I think
4 it should be really recognized.

5 THE CHAIRMAN: What is wrong about a healthy
6 regionalism? Do you ever get away from it in any
7 country? Don't you think there is a healthy spirit
8 of regionalism in Scotland, or that the United States
9 always sees eye to eye with New York or New England?

10 MR. McNAIRN: Yes.

11 THE CHAIRMAN: Do you think that is good?

12 MR. McNAIRN: Yes, I think it is very good and
13 very important, and we considered bringing it in at
14 this particular point because we feel that there
15 is perhaps too much attention given to the desire
16 for a broad national characteristic, and that sometimes
17 this basic regionalism is often overlooked, and
18 we feel it should be stressed, and that periodicals
19 also should reflect this regionalism. We should
20 not strive for a national press or national periodicals
21 which try to disregard regional, natural qualities.

22 COMMISSIONER BEAUBIEN: You said just a minute
23 ago that the only way to correct it was by changing
24 constitutional, or by changing the B.N.A. What do
25 you mean exactly?

26 MR. McNAIRN: I feel that regionalism is basic
27 from the very origin of our country, and I can see
28 no way, or no reason for this being changed in the
29 future.
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2 I feel that this is part of our basic makeup,
3 and that we should not try to avoid it, should not
4 try to overlook it.

5 COMMISSIONER BEAUBIEN: How is it affected,
6 how could it be changed by the B.N.A. Act?

7 MR. McNAIRN: I certainly do not suggest that
8 the B.N.A. Act should be altered as far as this is
9 concerned, because I am here proposing the importance
10 of regionalism, and this is the important thing,
11 and I feel that the basic political structure of
12 our country recognizes this, and that there would
13 be no way of avoiding this, unless our basic con-
14 stitutional structure was scrapped.

15 COMMISSIONER BEAUBIEN: You say the country is
16 a loosely defined east-west network of nebulous
17 characteristics. Nebulous, isn't that word possibly
18 strong?

19 MR. McNAIRN: Well, perhaps it is a little
20 nebulous. I have seldom read descriptions which
21 expressed succinctly distinctive national characteristics
22 that we will say are purely Canadian and will not
23 apply to any other country. I would say these
24 characteristics are still vague, and I think we
25 are too young yet, and I think our population is
26 too scattered to really develop this, or to define
27 it any more clearly. I think this will come in time,
28 but we must not expect it over night.

29 COMMISSIONER JOHNSTON: I don't know whether
30 I misunderstood, but it appears to me that if we



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2 encourage sectionalism, or regionalism too much, we
3 will end up with a gro p of balkan provinces, and
4 should not our effort be to bind our country together
5 more?

6 MR. McNAIRN: We are constantly binding the
7 country together economically, but we should not be
8 too concerned to bind our country together intellect-
9 ually and cultureally that we destroy the regional
10 characteristics and qualities that naturally spring
11 up. I am not suggesting that we consider only breaking
12 everything down into regions, but I am simply making
13 a plea for retaining some regionalism as well as
14 keeping this national quality, because this regionalism
15 is made up of this mosaic which altogether keeps up'
16 this national quality.
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2 The drive for a national characteristic,
3 a national identity, is so strong that we are
4 tempted to overlook the importance that regionalism
5 also contributes to this national character. We
6 feel this should not be overlooked.

7 COMMISSIONER JOHNSTON: It always ~~seems~~
8 to me that the regionalism would spring up in any
9 event and the problem is to make all Canadians
10 Canadian .

11 I recall a lady friend of mine who came
12 across the border one time when an American immigration
13 officer asked her of what country she was a citizen.
14 She said, "Nova Scotia".

15 Just one other minor question. You
16 mentioned reading in the United Kingdom and
17 Scandinavia. I have the impression, and I wonder
18 if you will corroborate it, that we are as great
19 readers in Canada as are the people in the United
20 States.

21 MR. McNAIRN: This is my impression.

22 COMMISSIONER JOHNSTON: Perhaps this
23 being a young country we have been so busy pulling
24 stumps that when night comes we are too tired to
25 read.

26 MR. McNAIRN: I feel that this is part
27 of it, but we are faced with an increasing amount
28 of leisure time for the majority of people -
29 certainly not with us. This, I think, is very
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1
2 important.

3 I would also suggest that it is not purely
4 a question of the working load but the heritage, and
5 many of the people here have for several generations
6 been a part of the pioneering spirit, and in the
7 pioneering movement this habit of reading was not
8 possible or the material was not available.

9 Certain people who have had the cultural
10 tradition of good reading, of music, of art, when
11 they landed in the prairies a hundred years ago found
12 none of these things were available and although
13 they tried to maintain this tradition it was artificial
14 for their children. The children would no longer be
15 able to practice this art because they did not seek
16 it and they were not familiar with it. It is only
17 with a settled economy, with improved communications
18 that this can be overcome. It is in a settled
19 community that the habit of reading settles into
20 family life. We are at the point now where we
21 should actively try to overcome this.

22 COMMISSIONER JOHNSTON: You recognize
23 also, do you, that there is a great deal more
24 competition for a person's leisure time?

25 MR. McNAIRN: Yes, I am quite aware
26 of it, but I would also like to stress that, as
27 I think was mentioned here, the printed word is
28 perhaps more important in the long run and has
29 a more telling effect in the cultural development
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(McNairn) - 18 -

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of the people than other forms of communication or
entertainment.

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Submission of Mr. Jurgen Grohne

MR. GROHNE: I am an individual, a freelance advertising consultant at this moment.

Mr. Chairman, may I start by saying that I am very happy that the last speaker brought up the subject of regionalism because it will have some bearing on what I am going to say and it is actually the basis of my submission.

For the sake of brevity and for my own lack of knowledge of the various tax and tariff possibilities I shall assume that the situation of the Canadian publishing business versus the American "overflow" will, generally speaking, remain as it is.

I shall try to point out the possibility to establish successfully and in competition with existing U.S. publications a Canadian periodical without government subsidies and without a publishing angel - if I assume that to be a man willing to risk a few million dollars with little chance of a normal return of his investment.

We are all familiar with the sad facts that lead to the present situation and many have come to the conclusion that anyone venturing to enter the field of periodical publishing is faced with an accumulation of disadvantages - with no rewarding prospects whatever. There is a mathematical formula saying: minues by minus equals



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2 plus. In view of all the familiar disadvantages,
3 which certainly represent at least the two minus
4 figures here required, I believe one can apply that
5 formula successfully to the publishing field in Canada.

6 In order to make my point quite clear, allow
7 me to illustrate: to the south we have a squarish
8 colossus representing the United States, those bad,
9 bad boys with all the resources of a very large
10 market and with their overflow of publications.
11 Above it a thin, long structure of rather uneconomical
12 shape which is always referred to as the Canadian
13 market. It takes the colossus but a deep breather
14 with an expansion of its chest to incorporate the
15 18 million people into its sphere. For the U.S.A.,
16 Canada is indeed but one more internal market -
17 the suburbia of the States.

18 That proportion certainly is the most
19 eminent disadvantage we are faced with, and I
20 believe any attempt - unless with the aid of a regular
21 archangel - any attempt to hold that narrow line
22 spreading the resources thin, is bound to be a
23 failure.

24 Which is our advantage? In my opinion it
25 is simply the fact, that Canada is not one single
26 18 million market, as so often assumed. Instead
27 it consists of five quite separate ones: right
28 here in Vancouver in the west, the prairies with
29 Winnipeg, Ontario with Toronto, Quebec and the
30



1
2 Atlantic provinces. If the comparatively small
3 army of Canadian material and talent is to defend that
4 narrow line successfully, it can only do so by
5 establishing strong bridgeheads at precisely those
6 five markets mentioned.

7 In other words, I believe that by
8 having basically one periodical in each of the key
9 markets certain very definite advantages can be
10 offered to readers and advertisers alike. A
11 pattern can be established into which no foreign
12 publication can possibly fit or could compete.

13 Here are the unique benefits for the
14 advertisers, who have to pay part of the way and expect
15 a return: it has been maintained that it is the
16 circulation that counts, and it may seem a bridge -
17 head publication of a relative small size would
18 stand little chance in establishing an economical
19 price for its space. But here again the obvious
20 disadvantage can be reversed: for the quantity of a
21 circulation is but one - and not even the most decisive -
22 factor in fixing a fair price.

23 More important is the precise knowledge of
24 the market served, the type of readers reached,
25 their buying habits, their geographical situation
26 and the degree of their appreciation of the
27 periodical which will reflect on their attitude
28 towards the advertised products. Most of all
29 will the uniqueness of the advertising media help
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2 to determine an agreeable price structure.

3 These desirable known factors will exist
4 in a far larger measure in such a bridgehead
5 publication than in any other comparable periodical.
6 And they lend themselves to a radically new approach
7 in the way of obtaining advertising revenue which will
8 be necessary and possible.

9 To give a crude example: if for the
10 benefit of the female readers such charming
11 trivialities as the new fall fashions are spread
12 Vogue-like over several pages I would make sure
13 that the very dresses are obtainable right here in
14 town. The store which sells them will say so on
15 the pages and pay for it too. This method
16 provides readers with factual information and
17 gives the advertiser a degree of coordinating his
18 efforts with his outlets that virtually no
19 general periodical can offer, certainly not an
20 American one.

21 For the readers the advantages are more
22 obvious. First of all they will have the privilege
23 of paying a little more than 19 cents for a first
24 class publication. I am quite convinced that
25 within the acceptable price ranges of periodicals
26 people will be prepared to pay more for what
27 interests them more, and reflects more of their
28 attitude and outlook on events - be they all of local,
29 national or international character.
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3 There is, of course, a number of preferences
4 we share with our neighbours to the south, preferences
5 which are reflected in their magazines and which
6 account for the success of these publications
7 in this country. A large number of readers however
8 seem to be a little tired of the continuous build-
9 up of an image of - if I may oversimplify - the
10 "all American boy" with that peculiar, missionary look
11 in his eyes, complete with space helmet and
12 tattooed hand, smoking a Marlboro at count down on
13 Cape Canaveral.

14 I believe that people here, no matter what
15 their background may be, will read and buy what
16 obviously no foreign magazine can offer; the challenge
17 of nonconforming opinions on world affairs - a
18 platform for discussion of events as seen from
19 and in this country - the interpretation of facts
20 without that touching conviction that we are
21 always right and the others on the side of the
22 devil.

23 No foreign magazine or publication can
24 offer the projection of this country's hopes for
25 the future, in which the ultimate aim is not
26 necessarily the spreading of any particular way
27 of life, but the expansion of a truly free and
28 intelligent society right here in Canada.

29 There are possibly other ways to achieve
30



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2 this, but as one possible and almost immediately
3 workable way I visualize five publishing houses in
4 the five key markets joining their resources, their
5 vision and talent to provide first class coverage of
6 national and international events - adding individually
7 their local editorial content and the advertising
8 pages and thus arriving at five publications of
9 high calibre - all identical in production, size and
10 format, identical in national and international
11 coverage of the highest standard and differing in
12 the local editorial matter and advertising clients.

13 I sincerely believe that in this manner
14 a constructive alternative is achieved and an
15 essentially nationwide publication can be
16 established, to the best interest of all concerned.

17 I hope to prove in the not too distant future
18 that it can be done.

19 COMMISSIONER JOHNSTON: What you are
20 advocating is a split run for Canada?

21 MR. GROHNE: That would be one way of
22 putting it but it is not quite a split run. The
23 split run idea is the same editorial content, just
24 changing advertising pages. Here it would be
25 a little more than that.

26 COMMISSIONER BEAUBIEN: How did you
27 arrive at the breakdown of the country into five
28 regions?
29
30



1
2 MR. GROHNE: I am not arguing about five
3 or six or any given number. I am just thinking
4 of some economic factors such as which region would
5 be large enough to sustain a periodical with a
6 regional appeal, and it seems to me that the minimum
7 regions in Canada would amount to about five, the
8 ones I have outlined here.

9 THE CHAIRMAN: Thank you, Sir, for a most
10 interesting presentation.
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1 THE CHAIRMAN: Mr. Hutchison

2 MR. HUTCHISON : I deeply appreciate the honor
3 of appearing before this Royal Commission but I'm
4 afraid I appear somewhat under false pretences,
5 with only a few scribbled notes thrown together
6 since I returned to Canada a day or two ago after a
7 long absence. If the Commission expects to receive
8 from me any constructive thoughts on the economics
9 of the magazine business, it is leaning on a more
10 than usually broken reed.

11 Perhaps I should explain in defence of what
12 I'm going to say that, during a residence of two
13 months on airplanes in remote places I have had no
14 opportunity to follow the work of the Commission,
15 have read none of its briefs and, in any case, am
16 shamefully ignorant of the business side of
17 publishing.

18 Hence I shall not presume to offer any opinion
19 on the hard economic problem which you are studying;
20 but it has been suggested to me that you might be
21 interested to hear from a working, I hope a hardworking
22 reporter about the purely journalistic side of the
23 magazine industry. For convenience, I would like
24 to discuss this matter from two standpoints, impersonal
25 and personal.

26 Looking at it impersonally, it seems to me that
27 the periodical press of Canada is absolutely essential
28 to the collective health, indeed to the existence of the
29 nation.
30



1 The destruction, or even the decline of the
2 periodical press, it seems to me, would be a national
3 disaster of the first magnitude.

4 I don't know if any such prospect is in view,
5 I am not familiar with the financial position of
6 the periodical press but if there is any such prospect
7 then I say it is calamitous.

8 Now, I speak here mainly as a daily newspaper
9 reporter and editor, though I have had some experience
10 in other fields of publishing, among them the magazines
11 of Canada and the United States.

12 On the basis of that experience which has
13 been long, arduous and sometimes painful - it seems to
14 me that the communication system of Canada exists, as
15 it were, in four layers - each distinct but all of
16 them absolutely imperative in a free country. Each
17 has its special functions and its special problems.

18 To begin with, a free society is unimaginable
19 without a daily press in the cities and a local,
20 weekly press in the little towns. This is especially
21 true, perhaps, of the free Canadian society, sprawled
22 as it is across half a continent, divided by
23 barriers of distance, race and economic interest - a
24 society held together from the beginning almost en-
25 tirely by ideas that somehow have over-ridden the
26 natura, divisions, and in contradiction of some earlier
27 evidence, have created a national character.

28 But a daily press cannot by its nature perform
29 all the job of holding the nation together with the
30



1
2 invisible cement of ideas - and for a very obvious
3 reason.

4 I mean that there is no Canadian newspaper which
5 can circulate throughout the nation. In such a
6 big country, unlike Britain for example, no newspaper
7 can reach beyond its local constituency. Hence its
8 views, however valuable they may be, circulate little
9 through the nation at large except as they may be
10 picked up and distributed, or stolen, by other news-
11 papers.

12 Again, on another level, the book is absolutely
13 essential since it is only in a book that any large
14 idea can possibly be discussed in full and in depth
15 with plenty of elbow room. It is only in the book
16 that any large idea can avoid over-simplification.
17 But unhappily the book is not widely read, as the
18 writers of books know to their sorrow. Indeed, hardly
19 any authors can make a living by writing books alone,
20 either in Canada or the United States.

21 Yet again, the other level of radio and
22 television, however well it is used, cannot possibly
23 fulfill the functions of the periodical press. The
24 prepared political broadcast, the quick, slick radio
25 debate, the disorganized and inconclusive panel and
26 all the other gimmicks of the air are no substitute
27 for the printed word.

28 Now, the printed word of the periodical press
29 has a peculiar advantage over the printed word of the
30 daily press in one vital respect, apart from its unique



1 nation-wide distribution the periodical press has the
2 advantage of time to think, to explore, research and
3 ponder, whereas the newspaper must go to press in a
4 matter of hours at most. Moreover, the periodical
5 press can print articles much longer than those
6 printable in the restricted, many-sided columns of the
7 daily press, and thus can cut much closer to the bone
8 of any large idea.

9 In short, complementing, and not conflicting
10 with the three other media, the periodical press, I
11 repeat, is essential, and the pity is that it has
12 not managed so far to distribute itself more widely
13 or to cover many fields urgently requiring such
14 coverage.

15 Here I venture the thought, in my economic
16 ignorance, the publishers, or potential publishers,
17 have failed perhaps to examine sufficiently the
18 neglected opportunities of the periodical press
19 in Canada. Except in the case of trade papers catering
20 to special audiences, it seems to be the common
21 assumption that no periodical publication can succeed
22 without extravagance and conspicuous waste - the
23 assumption that magazines must succeed mainly on their
24 packaging and eye appeal, their lavish make-up and
25 color; rather than on their intrinsic merit, their
26 writing, their exploration of ideas.

27 We have some excellent but expensively-produced
28 slick magazines in Canada, as they are called, but
29 we are desperately in need of periodicals like some
30



1
2 of those in Brita n that are cheaply printed but full
3 of rich ideas. That opportunity surely is worth con-
4 sideration by publishers who do not expect to make
5 a fortune but could give the nation something valuable
6 and themselves much innocent fun.

7 Speaking personally for a moment, at th. risk
8 of apparent immodesty, I am bound to say that the
9 periodical press has been essential to my own
10 affairs. So it has been to other writing men.'

11 To be sure, writing men like me have always
12 been able to make a living in the daily press but
13 to reach a national audience, to speak to the
14 Canadian people as a whole, we are compelled by the
15 circumstances mentioned before to reach the periodical
16 press, the magazines.

17 So far as I can recall I have written from time
18 to time in all of the magazines with national circulation,
19 and in many American magazines as well. It was in
20 1926, I think, that I first wrote a piece for
21 MacLean's and about then that I began to write for an
22 American audience, and I have been doing the same thing
23 ever since then.

24 That experience has led me to several conclusions.
25 The first is that I have nothing but goodwill toward
26 American magazines. I ought to have, after the
27 prices they have paid me, and the splendid treatment -
28 treatment they have accorded to me and other writing
29 men in every respect. The notion that the circulation
30 of American magazines or other foreign magazines should



1 by any kind of law or policy actually be restricted
2 in Canada, to me, is so mad that I am sure no one is
3 seriously considering it.

4 On the other hand, I realize, not by theory but
5 by experience, that no American or any foreign magazine
6 can possibly, by its nature, provide the vital fare
7 of the Canadian people.

8 The foreign magazine may occasionally do a piece
9 on Canada, often employing a Canadian writer,
10 as I have sometimes been happily and lucratively
11 employed. But only on rare occasions because its
12 interests are elsewhere. Its duty is to a foreign
13 people and their civilization. For the most part it
14 must bring to Canada only the image of the United
15 States or some other foreign country. Thus, if all
16 the nationally-circulated magazines of Canada were to
17 disappear tomorrow, Canada's national image, the subtle
18 force that holds the nation together despite the
19 regionalism would be blurred and weakened, if
20 not destroyed.

21 My second conclusion is that the magazines
22 of Canada perform another indispensable function by
23 nourishing writers of all sorts.

24 In the first place, they provide a necessary
25 source of income to our real authors, the true ex-
26 plorers of national ideas. If you search the files of
27 Macleans for example you will find the names of most,
28 if not all, of our successful book writers--such names
29 as Hugh McLennan, Arthur Lower, Thomas Raddall,
30



Roger Lemelin, Morley Callaghan, Harley Mowat, Ralph Allen, Pierre Berton and many others.

Such men not merely derive income from the magazines but most of them have learned their trade by writing for the magazines. The periodical with the daily press, is the nursery of our literature, and a great contributor to our culture.

For myself, I know that the magazines, especially Macleans but others as well, have given me the chance to address a national audience at length and repeatedly an audience much larger than any I can reach through books, and the reaction from such a publication is unequalled in any other medium. And if I may add another personal word, it was through Maclean's support that I was able to make a leisurely tour of Canada a few years ago - a project impossible otherwise - and report on the national scene, from which emerged a book of sorts, also impossible otherwise. My living is made mainly through the daily press, of which I am fond, proud and highly critical. I am a newspaperman but I could not have been anything else beyond that without the periodical press. That may mean little to the nation. It means a lot to me.

The distinguished chairman of this Commission, himself both a great editor and veteran magazine writer, will understand what I mean. He might have become the famous national figure that he is without the periodical press, but it would have been exceedingly



ANGUS. STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

Hutchison

33

difficult. To the magazines, every writing man in
Canada owes a great debt, and so does our literature.
And if the magazines could manage to pay a little better
in cash, the debt would be even greater.

ANGUS. STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

(Hutchison)

- 34 -

1
2 On that point I should add that the
3 magazines, or a few of them, have substantially
4 increased their payment to writers of late years,
5 though not enough in any writer's opinion. This
6 of itself encourages better writing. And besides,
7 the standards of writing set by the better
8 magazines, though perhaps not always high enough,
9 are constantly inspiring most of the young
10 newspapermen of Canada to write better, to learn their
11 trade and to sell their pieces(if they can) - a
12 most useful function little understood outside our
13 business.

14 Earlier this morning there has been some
15 mention of the standards of the Canadian periodical
16 press and it has been suggested that they have not
17 improved in the last ten, fifteen or twenty years.
18 That statement is incomprehensible to me. Any man
19 who has worked in this medium, as I have for nearly
20 forty years, will know the standards have improved
21 immeasurably and copy which could have found a
22 market in those publications when I was a young man
23 simply would not be considered today. I have not
24 time to go into it further, but the standards of
25 magazine publishing have vastly improved in my
26 lifetime, and particularly during the last few
27 years, particularly also in relation to the very
28 subject under discussion earlier -- the arts.
29 Attention is given to the arts today that would
30



1
2 never have been given at all when I started in this
3 business.

4 Now finally a personal word about the
5 thing we call American penetration and the danger
6 to our national identity, as frequently argued,
7 as I am told, before the Commission. I think
8 this is relevant to your study.

9 Frankly, I think we are setting this
10 problem upside down, especially in journalism.

11 If I judge them aright, the Canadian
12 people are not getting softer but, if anything,
13 harder in their distinct identity. The best proof
14 of this fact is the present general state of alarm
15 about the nation's future -- an alarm which I
16 consider the most healthy sign in Canada today.
17 The Canadian people are worried because they
18 continue to value their identity almost more than
19 anything else despite all the penetration of foreign
20 ideas and publications.

21 The simple truth, as reflected in all our
22 layers of communication, is that the Canadian
23 people are at present awakening, bleary-eyed, from
24 a long economic drunk and at least a decade of
25 folly in many aspects. They are awakening with
26 confusion, with ignorance and with amazement, but
27 they are awakening, very late. This, more than
28 any event in politics or any economists' remedies,
29 is the sovereign national fact of Canada today.
30



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2 And from this repentance we shall find salvation,
3 not soon or without pain, but we shall find it.

4 To find it we shall need all our available
5 eyes and ears, all our sources of information - above
6 all, all our native resources of imagination. To
7 those resources all levels of communication must
8 make their own contribution. For that purpose
9 every level must be much better than it is now -
10 the newspapers, the books, the radio, television and
11 the magazines. But since this commission is concerned
12 primarily with magazines I repeat with deference my
13 original opinion that a thriving periodical press -
14 much more extensive, diverse and excellent than
15 it is now - must be regarded as essential to Canada.
16 Under the force of the wrenching changes immediately
17 ahead of us it will be more essential than ever.

18 Thank you for your invitation and your
19 patience.

20 THE CHAIRMAN: Mr. Hutchison, thank you
21 very much for your presentation. There is just
22 one question I would ask you.

23 In view of the position which you have
24 taken this morning with respect to our periodic
25 press - and you certainly took it with your usual
26 force and eloquence - may I ask you this: If you
27 found a set of circumstances which threatened the
28 existence of our periodic press which might result,
29 say, in five or ten years, in their disappearance,
30



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2 with all that you say they bring to the good of
3 Canadian life, would you then say that the state should
4 step in and, by some act short of censorship, short
5 of dramatic interference with the freedom of the
6 press, short of what some people call "thought control",
7 step in and prevent the disappearance of that periodic
8 press by some action they might take?

9 MR. HUTCHISON: Stressing the reservations
10 you have made concerning the freedom of the press
11 and censorship, stressing that, I would answer your
12 question in the affirmative.

13 COMMISSIONER JOHNSTON: I have just one
14 question.

15 Two or three times yesterday and today it
16 has been said, and you yourself have said that you
17 thought the magazines are a bit extravagant in their
18 presentation. On the opposite side of that point we
19 had a submission from the Editor of Saturday Night
20 who said that that publication was at a disadvantage
21 on the newsstands because they could not afford
22 to produce fancy covers. If a magazine cannot
23 be sold because it does not initially attract a
24 reader, of what use is it to the writer whose words
25 are inside the cover?

26 MR. HUTCHISON: I think the premise
27 is wrong here. I would not admit, as a working
28 journalist, that Saturday Night is not sold because
29 it does not have a slick cover. To my mind it
30



1
2 would be sold if it had no cover, if it was at the
3 back of the newsstands.

4 THE CHAIRMAN: Ladies and gentlemen, this
5 is our final sitting in Vancouver. We do wish to
6 thank you all most sincerely for coming here and
7 giving us the benefit of your knowledge and your
8 advice, and we want to thank too the University of
9 British Columbia for placing this wonderful room at
10 our disposal. We regret that we did not reach
11 here in time to see those one hundred days of
12 continuous sunshine, but apart from that British
13 Columbia has lived up to its great reputation.
14 Thank you very much again.

15
16 ---The Commission adjourned its Vancouver hearings
17 to meet in Regina, Saskatchewan, November 24th,
18 1960.
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ROYAL COMMISSION ON

Publications

HEARINGS

HELD AT
REGINA
SASK.

VOLUME No.:

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9

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ROYAL COMMISSION ON PUBLICATIONS

Proceedings of hearings held at
the Legislative Buildings, in
the City of Regina, Saskatchewan,
on the 24th day of November,
1960, at 10:30 a.m.

COMMISSION:

M. GRATTAN O'LEARY Chairman

J. GEORGE JOHNSTON Member

CLAUDE P. BEAUBIEN Member

P. MICHAEL PITFIELD Secretary

G. H. QUINN Administrative
Officer



1
2 THE SECRETARY: Ladies and gentlemen, the
3 following is an excerpt from a Minute No. P.G. 1960-1270
4 of a Meeting of the Committee of the Privy Council,
5 approved by His Excellency the Governor General on the
6 16th September, 1960.

7 "The Committee of the Privy Council have had
8 before them a report from the Right Honourable John G.
9 Diefenbaker, the Prime Minister, representing:

10 "That Canadian magazines and periodicals add
11 to the richness and variety of Canadian life and are
12 essential to the culture and unity of Canada; and

13 "That it has been alleged that because of in-
14 equitable competition from foreign periodicals of various
15 forms the publication of Canadian magazines has been
16 prejudicially affected.

17 "The Committee, therefore, on the recommenda-
18 tion of the Prime Minister, advise that:

19 M. Grattan O'Leary, Esquire, of the City of
20 Ottawa, John George Johnston, Esquire, of the
21 City of Toronto and Claude P. Beaubien, Esquire,
22 of the City of Montreal

23 be appointed Commissioners under Part I of the Inquiries
24 Act

25 (a) to inquire into and report upon the recent and
26 present position of and prospects for Canadian magazines
27 and other periodicals with special but not exclusive
28 consideration being given to problems arising from com-
29 petition with similar publications which are largely or
30 entirely edited outside of Canada or are largely or



1
2 entirely foregin in content; and

3 (b) to make recommendations to the Government as
4 to possible measures which, while consistent with the
5 maintenance of the freedom of the press, would contribute
6 to the further development of a Canadian identity through
7 a genuinely Canadian periodical press.

8 "The Committee further advise:

9 "That the Commissioners be authorized to
10 exercise all the powers conferred upon them by section 11
11 of the Inquiries Act and be assisted to the fullest
12 extent by government departments and agencies;

13 "That the Commissioners adopt such procedures
14 and methods as they may from time to time deem expedient
15 for the proper conduct of the inquiry and sit at such
16 times and at such places in Canada as they may decide
17 from time to time;

18 "That Mr. M. Grattan O'Leary be Chairman of
19 the Commission.

20 Signed by R. B. Bryce,
21 Clerk of the Privy Council.

22 The following is the text of a Commission
23 appointing Mr. Grattan O'Leary, Esquire, John George
24 Johnston, Esquire, and Claude P. Beaubien, Esquire, to
25 be Commissioners under Part I of the Inquiries Act to
26 inquire into and report upon the recent and present
27 position of and prospects for Canadian magazines and other
28 periodicals. M. Grattan O'Leary, Esquire, to be
29 Chairman of the said Commissioners.

30 Dated 27th September, 1960.



Recorded 30th September, 1960.

Film 98 - Document 163

Signed by F. Weatherhead
For Registrar General of Canada.

Reference No. 163102.

"ELIZABETH THE SECOND, by the Grace of God
of the United Kingdom, Canada and Her other Realms and
Territories QUEEN, Head of the Commonwealth, Defender of
the Faith.

"TO ALL TO WHOM these Presents shall come or
whom the same may in anywise concern,

GREETING:

"WHEREAS pursuant to the provisions of Part I
of the Inquiries Act, chapter 154 of the Revised Statutes
of Canada, 1952, His Excellency the Governor in Council,
by Order P.C. 1960-1270 of the sixteenth day of
September, in the year of Our Lord one thousand nine hundred
and sixty, a copy of which is hereto annexed, has
authorized the appointment of Our Commissioners therein
and hereinafter named to

"(a) inquire into and report upon the recent
and present position of and prospects
for Canadian magazines and other perio-
dicals with special but not exclusive
consideration being given to problems
arising from competition with similar
publications which are largely or
entirely edited outside of Canada or
are largely or entirely foreign in



1
2 content; and

3 "(b) make recommendations to the Government
4 as to possible measures which, while
5 consistent with the maintenance of the
6 freedom of the press, would contribute
7 to the further development of a Canadian
8 identity through a genuinely Canadian
9 periodical press,

10 and has conferred certain rights, powers and privileges
11 upon Our said Commissioners as will by reference to the
12 said Order more fully appear.

13 "NOW KNOW YE that, by and with the advice of
14 Our Privy Council for Canada, We do by these Presents
15 nominate, constitute and appoint M. Grattan O'Leary,
16 Esquire, of the City of Ottawa, in the Province of
17 Ontario; John George Johnston, Esquire, of the City of
18 Toronto, in the Province of Ontario; and Claude P.
19 Beaubien, Esquire, of the City of Montreal, in the
20 Province of Quebec, to be Our Commissioners to conduct
21 such inquiry.

22 "TO HAVE, hold, exercise and enjoy the said
23 office, place and trust unto the said M. Grattan O'Leary,
24 John George Johnston and Claude P. Beaubien, together
25 with the rights, powers, privileges and emoluments unto
26 the said office, place and trust of right and by law
27 appertaining during Our Pleasure.

28 "AND WE DO hereby authorize Our said
29 Commissioners to exercise all the powers conferred upon
30 them by section 11 of the Inquiries Act and be assisted



1
2 to the fullest extent by government departments and
3 agencies.

4 "AND WE DO hereby authorize Our said
5 Commissioners to adopt such procedure and methods as they
6 may from time to time deem expedient for the proper
7 conduct of the inquiry and sit at such times and at such
8 places in Canada as they may decide from time to time.

9 "AND WE DO hereby authorize Our said
10 Commissioners to engage the services of such counsel,
11 staff and technical advisers as they may require at rates
12 of remuneration and reimbursement to be approved by the
13 Treasury Board.

14 "AND WE DO hereby require and direct Our said
15 Commissioners to report their findings to Our Governor
16 in Council with all reasonable despatch and file with the
17 Dominion Archivist the papers and records of the
18 Commission as soon as reasonably may be after the con-
19 clusion of the inquiry.

20 "AND WE further appoint Mr. Gratton O'Leary,
21 Esquire, to be Chairman of Our said Commissioners.

22 "IN TESTIMONY WHEREOF We have caused these
23 Our Letters to be made Patent and the Great Seal of
24 Canada to be hereunto affixed.

25 WITNESS: The Honourable Patrick Kerwin, Chief
26 Justice of Canada and Deputy of Our Trusty
27 and Well-beloved Major-General George Philiass
28 Vanier, Companion of Our Distinguished Service
29 Order upon whom We have conferred our Military
30 Cross and Our Canadian Forces' Decoration,



Governor General and Commander-in-Chief of
Canada.

"AT OTTAWA, this Twenty-seventh day of
September in the year of Our Lord one thousand nine
hundred and sixty and in the ninth year of Our Reign.

BY COMMAND,

Signed by C. Stein
UNDER SECRETARY OF STATE.

The following is an excerpt from Minute No.
P.C. 1960-1352 dated Saturday, the 1st day of October,
1960:

"His Excellency the Governor General in Council,
on the recommendation of the Prime Minister, is pleased
hereby to appoint Michael Pitfield, Esquire, of the City
of Montreal, Province of Quebec, to be Secretary of the
Commission appointed pursuant to Order in Council P.C.
1960-1270 of 16th September, 1960, to enquire into the
position of and prospects for Canadian magazines and
other periodicals.

Signed by R. B. Bryce,
CLERK OF THE PRIVY COUNCIL.



1
2 THE CHAIRMAN: On behalf of my fellow
3 commissioners and myself, we would like to extend a
4 welcome to Mr. Blakeney, and thank the Government of
5 Saskatchewan for coming here to give a submission,
6 and assure them it will receive our very close
7 consideration.

8 MR. BLAKENEY: Mr. Chairman and gentlemen,
9 I would first like to extend the appreciation of the
10 Government of Saskatchewan to you for coming here to
11 hear our brief at some personal inconvenience, and I
12 extend a personal as well as an official thank you.
13 We welcome the opportunity to make the submission.

14 With respect to the manner of proceeding ,
15 we have had an opportunity, I think to just barely get
16 the briefs to you so as you may have had an opportunity
17 to read them. I wonder if you wish me to read it?

18 THE CHAIRMAN: If you please.
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SUBMISSION
BY THE
GOVERNMENT OF SASKATCHEWAN

APPEARANCES:

A. E. BLAKENEY Minister of Education
Province of Saskatchewan

CARL WENAAS Economic Planning Board
of the Saskatchewan Government

We believe that two basic and related problems confront this Royal Commission. The first is the question of whether a nation of eighteen million people living next-door to one ten times its population can successfully resist all the manifold influences and attractions of its powerful neighbour and maintain and develop its own identity. The second is the growth of commercial influences on Canada's press, magazines, dailies, weeklies and its effect on the part that Canadian periodicals and newspapers may play in the development of a distinctive Canadian identity.

It would be difficult to exaggerate the extent of the impact of United States ideas, institutions, business practices, commercial attitudes, consumer preferences and like factors on Canadian economic, political and social life. This is as true of the publications field as of many others. For instance, as Mr. B. K. Sandwell testified before the Royal Commission on the Arts, Letters and Sciences a number of years ago, "Canada . . . is the only country of any



1
2 size in the world whose people read more foreign
3 periodicals than they do periodicals published in their
4 own land, local newspapers excluded". Canadians can
5 look at their newstands and see them dominated by a
6 vast array of United States publications and it is easy
7 therefore to conjure up an image of a flood of alien
8 publications washing away the very foundations of
9 Canadianism before our eyes. Although the note of
10 crisis might be sounded in connection with the competi-
11 tive influence of United States publications, it might
12 be useful to examine this question from a broader
13 perspective.

14 Obviously the sheer weight of the population
15 of the United States is one of the factors lying behind
16 the effectiveness of United States periodicals in
17 penetrating the Canadian market. Yet this weight
18 relatively has been declining. For instance in 1900
19 the population of the United States was more than
20 fourteen times that of Canada. Today the ratio is
21 slightly more than ten to one.

22 This indicates that the problem of United
23 States competition is not a new one. It has been a
24 feature of the history of Canadian periodicals since
25 Canada's beginnings, a factor that has from time to
26 time aroused special concern and evoked various forms
27 of public action. For instance, "The promoters (of
28 Canadian Magazine in 1871) had to struggle against New
29 York competition and actually got one of their enemies
30 excluded from the country for a time". This and the



1
2 imposition of tariffs in 1931 and the passing of
3 special excise tax legislation in 1956 indicate how the
4 continuing challenge has brought forth varying responses.

5 We cannot say whether Canadian periodicals
6 are in a less favourable position today than they were
7 at the turn of the century. To determine this question
8 we would need to know more about the fundamental trans-
9 formation in the nature of periodicals and their impact
10 on the public. Certainly with advances in standards
11 of living and education the market for periodicals has

12 expanded tremendously. This has made for a
13 greater emphasis on mass circulation. Since the
14 Canadian periodical press now requires a much larger
15 capital investment as a result of certain technological
16 changes, a business approach has become more necessary
17 to survival. It seems to us that the various consoli-
18 dations that have marked the adjustment of Canadian
19 periodicals to these trends and the continuing United
20 States competition have sometimes strengthened desirable
21 Canadian publications but in other cases have removed
22 or greatly modified a publication that had been widely
23 valued. Perhaps any view as to whether Canadian peri-
24 odicals are performing their functions less well or
25 better than before can only be made subjectively but
26 it must be a surprise to some Canadians that Canadian
27 periodicals have come through their trials as well as
28 they have. Certainly survival in itself is a consider-
29 able achievement. Therefore, we feel that we must not
30 underrate either the vitality of the Canadian periodical



1
2 industry or the support that distinctively Canadian
3 publications have obtained or may expect from the
4 Canadian public in the future.

5 The underlying premise of our submission is
6 that while Canadians should be prepared to take special
7 measures to encourage the growth of an active and
8 stimulating periodical press, a heavy emphasis should
9 be placed upon positive measures designed to improve
10 the quality and the effectiveness of Canadian periodi-
11 cals rather than measures designed merely to hinder and
12 obstruct American periodicals. Above all, there should
13 be no barriers set up to the free flow of ideas across
14 international borders. It is our contention that the
15 present degree of exchange of ideas among nations of
16 the world is insufficient and Canada should not take
17 any step that would be in the direction of limiting
18 this flow rather than expanding it. We believe that
19 while there are problems of language a wider exchange
20 of ideas and information through the press of other
21 lands is in fact taking place throughout the world.
22 Periodicals published by the United Nations and the
23 United Nations agencies are playing a part in this
24 development. All of this recognizes that international
25 peace and harmony rest on wider international under-
26 standing and understanding cannot be achieved without
27 an unfettered ability to share the views of others
28 through their press and other media.

29 Therefore, from this point of view, we would
30 emphatically reject any suggestion to attempt to



1
2 buttress the Canadian publications industry after the
3 manner of the tariff on periodicals imposed in 1931.
4 It is worth noting that the Canadian Prime Minister of
5 that day indicated that one of the aims of the legis-
6 lation was to keep out "undesirable" publications that
7 did not fall within the prohibited "immoral" categories
8 and even publications critical from time to time of
9 British parliamentary institutions. This indicates how
10 much of a temptation it is to shape measures to restrict
11 the entry of periodicals in such a way as to restrict
12 the exchange of particular attitudes and ideas. We
13 recommend that the Canadian government should remove the
14 last vestiges of this tariff on periodicals. We are
15 not suggesting that this now has a very great effect on
16 the movement of periodicals, but it would seem to be a
17 most useful and symbolic step for Canada to announce
18 to the world that the last tariff obstacle on the free
19 flow of newspapers and periodicals to Canada has been
20 removed.

21 At the same time, in considering the economics
22 of the publications industry itself, we feel that the
23 Canadian government should take steps to eliminate
24 factors that artificially raise publication costs in
25 Canada over those in the United States. To a very
26 large extent it already appears to be Canadian policy
27 to permit materials used by the publications industry
28 to enter duty free. We believe, however, that this
29 should be extended so that, for instance, the 75 per
30 cent drawback on imported paper used in the publication



1
2 of periodical publications would be increased to 99
3 per cent and the list of duty free imports might include
4 the full range of materials used.

5 The terms of reference of the Royal Commission
6 are directed particularly to "problems arising from
7 competition with similar publications which are largely
8 or entirely edited outside of Canada or are largely or
9 entirely foreign in content". This brings in the
10 matter of the special Canadian editions of United States
11 periodicals which would seem to have provided the
12 impetus for the appointment of the Royal Commission.

13 This, in our view, is a highly involved and
14 somewhat
15 as is obvious, it is a controversial question. Whether
16 these special Canadian editions have funnelled off
17 significant amounts of Canadian advertising revenue
18 or indeed any from Canadian periodicals is a question
19 we are not in a position to answer. We do note that
20 the advertising revenues obtained by those Canadian
21 periodicals in direct competition with these special
22 editions have increased more rapidly than that of other
23 Canadian publications. For instance, from 1949 to 1957
24 the advertising revenue of magazines of general circu-
25 lation, and these are the ones we are assuming compete
26 with the special Canadian editions increased by 119
27 per cent while that for all periodicals increased by
28 112 per cent. While in the absence of the special
29 Canadian editions referred to the advertising revenue
30 of Canadian magazines may have increased even more, it
would require a very careful and detailed analysis



1
2 to prove or disprove this assertion. If the sollicita-
3 tion of Canadian advertising by the special Canadian
4 editions was in fact responsible for a weakening of the
5 position of Canadian magazines, then it would appear
6 that the establishment of Weekend Magazine which now
7 has the largest circulation of any periodical, Canadian
8 or non-Canadian, in Canada may have had an even more
9 profound effect. The advertising revenue of Canadian
10 national week-end newspapers like Weekend Magazine and
11 Star Weekly has increased even faster than that of
12 Canadian magazines of general circulation. See Table 1.
13 The determination of these effects falls into the
14 category of matters we would like to see the Royal
15 Commission examine.

16
17 Table 1

18 Advertising Revenue of Canadian Periodicals

	<u>1949</u>	<u>1957</u>	<u>Percentage Increase</u>
Magazines of general circulation	\$ 8,276,000	\$ 18,109,000	119
National week-end Newspapers	5,569,000	15,234,000	174
Total periodicals	117,853,000	249,575,000	112

25 Source: D.B.S., The Printing Trades.

26
27 Another question we would like to raise is
28 whether from the point of view of Canadian business the
29 circulation in Canada of a Canadian edition of a
30 United States magazine with Canadian advertising is



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2 more or less desirable than the United States edition
3 with United States advertising. Bearing in mind the
4 fact that there are industries in which indigenous
5 Canadian firms are in competition in the Canadian market
6 with Canadian subsidiaries of United States firms, it
7 would seem to us that the circulation in Canada of
8 United States publications with United States adverti-
9 sing gives some advantage, although perhaps slight, to
10 United States-owned subsidiaries in reaching the
11 Canadian market.

12 If I may elaborate on that point, it is per-
13 haps not put with precision, but the idea is, if you
14 eliminate a Canadian edition of an American periodical,
15 and if it can be assumed that this circulation, or a
16 substantial part of it, would be met by the American
17 counterpart, and if I may use Time Magazine as an example,
18 and purely as an example, if it be assumed that if the
19 Canadian edition of Time be wiped out a substantial
20 portion would be taken by the Valvoline Gasoline, who
21 have an advantage over the ventures of, let us say, the
22 B. A. Gasoline. Now they are able to put advertising
23 in the Canadian publications on substantially the same
24 terms. If a product sells under the same trade name in
25 both Canada and the United States, it is clearly
26 advantageous in advertising in an American publication
27 with circulation in both countries, as opposed to a
28 trade name used only in Canada.

29 The employment provided by the printing in
30 Canada of special Canadian editions is also a factor



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2 to be considered in balancing their undesirable effects.

3 The imposition in 1956 of the 20 per cent tax
4 on advertising revenue of these special Canadian editions
5 was plainly an experiment. The subsequent removal in
6 1958 after only about a year and a half of operation
7 may well have left an insufficient time to judge pro-
8 perly the degree to which the tax achieved its purpose.
9 In any event, we do not have the evidence that would
10 enable us to evaluate this approach to the problem.
11 Did the tax make more advertising revenue available
12 for Canadian periodicals? Did the tax prevent the
13 establishment of more Canadian editions of United States
14 publications? These are questions on which in view
15 of the conflicting opinions probably only the Royal
16 Commission can arrive at some generally acceptable
17 solution.

18 If it can be demonstrated that the special
19 excise tax on advertising revenues would be reasonably
20 effective in achieving its purpose for which the tax
21 would be imposed without any substantial undesirable
22 side effects, the Government of Saskatchewan would
23 recommend adoption of such a tax. We would also, in
24 these circumstances, be interested in the possibility
25 of using such a tax to increase the Canadian content
26 of these special editions. If such a tax was imposed
27 on a graduated basis whereby as the Canadian editorial
28 content increased the tax was reduced, there would be
29 some possibility of a more genuinely Canadian edition
30 being produced.



1
2 There we have, Mr. Chairman, the suggestion
3 that let us say a 30 per cent tax might be introduced
4 until Canadian content might fairly be said to be 25
5 per cent, and a 20 per cent tax until it might fairly
6 be said to be 50 per cent, and a 10 per cent tax until
7 it might fairly be said to be 75 per cent, and there-
8 after no tax, and some such graduated system which as
9 we suggest would not only assist indigenous Canadian
10 periodicals.

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Table 2

Advertising Revenue of Canadian Periodicals

	<u>1949</u>	<u>Percentage of Total</u>	<u>1957</u>	<u>Percentage of Total</u>
Newspapers, daily	\$ 71,182,945	60.4	\$146,388,471	58.7
Newspapers, National Week-end	5,569,016	4.7	15,234,215	6.1
Newspapers, weekly, bi-weekly & tri-weekly	9,638,251	8.2	18,095,898	7.3
Controlled Distribution Weekly Newspapers	460,624	0.4	1,121,384	0.4
Magazines of general circulation	8,275,903	7.0	18,109,182	7.3
Telephone & City Directories	7,272,623	6.2	18,723,940	7.5
Trade, technical and scientific publications	9,485,772	8.0	22,876,176	9.2
Agricultural publications	4,964,162	4.2	6,217,435	2.5
Religious publications	281,899	0.2	504,627	0.2
School and collegiate publications	192,788	0.2	536,054	0.2
Fraternal publications	132,055	0.1	384,102	0.2
Juvenile publications	3,175	-	36,590	-
All other publications	393,919	0.3	1,347,094	0.5
All periodicals	\$117,853,102		\$249,575,168	

Source: D.B.S., The Printing Trades.

Revenue of Canadian Periodicals from Advertising and Sales

(thousands of dollars)

	<u>1949</u>			<u>1957</u>		
	Revenue from Advertising	Revenue from Subscriptions and Sale of Publications	Revenue from Advertising as % of Total	Revenue from Advertising	Revenue from Subscriptions and Sale of Publications	Revenue from Advertising as % of Total
All Periodicals	117,853	52,986	170,839	249,575	82,765	332,341
Daily Newspapers	71,183	28,164	99,347	146,388	48,653	195,041
National Week-end Newspapers	5,569	7,047	12,616	15,234	8,864	24,098
Magazines of General Circulation	8,276	5,371	13,647	18,109	6,735	24,844
Trade, Technical and Scientific Publications	9,486	2,509	11,995	22,876	3,468	26,344
						86.8

Source: D.B.S., The Printing Trades.

Table 4

Revenue of Canadian Periodicals from
Advertising and Sales, 1949-1957

(thousands of dollars)

	<u>Revenue from Advertising</u>	<u>Revenue from Sales</u>	<u>Total Revenue</u>	<u>Advertising % of Total Revenue</u>
	<u>All Periodicals</u>			
1949	117,853	52,986	170,839	69.0
1950	127,491	55,526	183,018	69.7
1951	140,733	58,335	199,068	70.7
1952	157,049	63,270	220,318	71.3
1953	180,824	66,245	247,068	73.2
1954	194,622	71,128	265,750	73.2
1955	212,474	74,563	287,038	74.0
1956	240,097	77,838	317,935	75.5
1957	249,575	82,765	332,341	75.1
	<u>Magazines of General Circulation</u>			
1949	8,276	5,371	13,647	60.6
1950	9,057	4,848	13,906	65.1
1951	10,188	4,873	15,061	67.6
1952	10,947	4,950	15,897	68.9
1953	12,184	5,021	17,205	70.8
1954	14,280	6,045	20,325	70.3
1955	15,725	6,007	21,732	72.4
1956	17,940	6,575	24,515	73.2
1957	18,109	6,735	24,844	72.6

Source: D.B.S., The Printing Trades.



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2 It might be remembered that at least one of our largest
3 Canadian periodicals today began as the Canadian edition
4 of a United States periodical.

5 This brings us to the matter of the increa-
6 sing commercialism of the Canadian press. It is
7 apparent that if the Canadian periodicals are vulnerable
8 to the solicitation of advertising for the special
9 Canadian editions of United States publications it is
10 because of their increased reliance on advertising
11 revenues as opposed to subscription sales. In our
12 opinion there has been quite an alarming increase in the
13 extent to which Canadian periodicals depend on adverti-
14 sing revenues. This is particularly true of the national
15 week-end newspapers and the general circulation maga-
16 zines. Mr. Chairman, the tables illustrate this in
17 more detail. For instance, the advertising revenue
18 of the latter increased from 61 per cent of total
19 revenues in 1949 to 73 per cent in 1957. It is here,
20 therefore, that the dependence upon advertising
21 revenues is increasing steadily.

22 The rise has been steady and uninterrupted
23 except for the recession periods of 1954 and 1957. It
24 may be presumed that this rise will stop at some point
25 short of total saturation but we fear that Canadian
26 newspapers and magazines are increasingly becoming mere
27 vehicles to obtain advertising revenue rather than
28 distinctive journals of opinion and thought. We suggest
29 that this growth of commercialism of the press arises
30 out of an increasing emphasis on mass circulation, that



1
2 is mass circulation of individual publications, which
3 has brought an emphasis on over-simplification, an
4 emphasis on glibness and sensationalism, a smothering
5 of minority interests and has been accompanied we fear
6 by a lack of interest in stimulating and encouraging
7 intellectual development. These are, in part, the
8 reasons that made necessary the establishment of the
9 Canadian Broadcasting Corporation in the fields of radio
10 and television. These are by no means the only reasons,
11 but we feel these are some of the reasons which led to
12 the establishment of the C.B.C. These reasons, in our
13 view, justify public action on the non-commercial level
14 so that Canadian periodicals might play a fuller part
15 in the maintenance and development of our Canadian
16 identity.

17 It has been stated that "The means (of main-
18 taining national identity) are not artificial, nor
19 political or economic, but primarily things of the
20 spirit and mind . . ." This is the view that we would
21 in large part adopt. This is why we prefer to see a
22 Canadian periodical press promoted through measures that
23 will improve general levels in the arts and letters and
24 sciences in Canada. We see little merit in blindly
25 attempting to preserve all that is Canadian merely
26 because it originates in Canada. There is much that is
27 of little value in Canadian periodicals to the develop-
28 ment of a sense of national identity. Sometimes
29 Canadian periodicals are nothing more than rather
30 inferior imitations of the United States counterparts.



1
2 Yet it is on that base and with that material that we
3 must build. The question seems to us not just one of
4 promoting Canadian periodicals per se but of developing
5 an atmosphere in which the more distinctive and
6 stimulating periodicals might flourish.

7 There are a number of steps along this line
8 which we feel might be taken. We believe that the
9 Canada Council could play an important role in encoura-
10 ging the growth of what might be called non-commercial
11 periodicals, periodicals that are concerned primarily
12 or exclusively with the communicating of ideas, the
13 sharing of specialized knowledge, and the development
14 of interest in poetry and the arts. These generally
15 have limited circulations, limited resources, and
16 are often dependent on a few volunteer workers but
17 have an influence quite out of proportion to the
18 number of their readers in the development of matters
19 and attitudes uniquely Canadian. Most of these
20 publications are already subsidized in one form or
21 another by universities or other public institutions
22 but a system of Canada Council grants to promote
23 their expansion, development and wider circulation
24 would enable their effectiveness to be increased
25 many-fold.

26 Another form of assistance might be in the
27 form of Canada Council grants to agencies which have
28 established programs to encourage higher standards of
29 creative writing in Canada. The Saskatchewan Arts
30 Board now has such a program including an annual



1
2 writers' workshop and the sponsorship of a bi-annual
3 or tri-annual publication of the work of Saskatchewan
4 authors and poets. We feel that there would be
5 similar bodies with similar programs in other pro-
6 vinces that could be assisted in this way.

7 It is our understanding that the Canada Coun-
8 cil now gives grants to the Social Science Foundation
9 to enable them to publish more Ph.D. theses by
10 Canadian students. We believe that these grants
11 should be extended so that a suitable number of M.A.
12 theses could be published as well. We fear that much
13 useful and valuable reasearch on Canadian subjects is
14 now being permanently embalmed due to the lack of
15 financial resources to publish these works.

16 Still another desirable action, and one
17 which we very much favour, Mr. Chairman, would be
18 the establishment by the Canadian Broadcasting
19 Corporation of a publication similar to the British
20 Broadcasting Corporation's publication called "The
21 Listener" so that the many worthwhile talks on the CBC
22 may reach a wider audience in a more permanent form.
23 To elaborate shortly on that, I think many would agree
24 that much of the most constructive thinking on
25 Canadianism and in developing a Canadian identity has
26 been done by those who appear on radio and T.V., and
27 we regret that a great deal of this work seems to pass
28 away, because it is used over a medium that has no
29 permanency.

30 COMMISSIONER JOHNSTON: Pardon the interruption,



1
2 my mind seems to be wandering.

3 MR. BLAKENEY: We say that in our view much
4 of the most constructive thinking of Canadian topics
5 and conducting any increase in Canadian identity is
6 being done by those speakers on T.V. Some of the
7 programs like University Talk series do come out in
8 periodical form, and those such as Preview and other
9 high calibre content public information programs
10 might very well be set out in a periodical such as
11 this. I think of the programs which have appeared
12 on Citizens Forum only recently on Canadian defence
13 policy. I don't recall seeing in print any such de-
14 tailed and constructive review of Canadian defence
15 policy in a periodical. One thinks of books such as
16 Minifie's books, and editorials in Maclean's, but much
17 of that constructive thinking is done by people
18 appearing on radio and T.V., and we would like to
19 see much of it appearing in some permanent form.

20 Other action along similar lines might well
21 be recommended but perhaps we have indicated enough
22 to suggest the direction in which we believe public
23 action should move.

24 In conclusion, we do not deny the very impor-
25 tant role that Canadians in general can play and,
26 indeed, must play in the development of the distinc-
27 tive Canadian press that has been referred to. However,
28 we are of the view that governments in fostering the
29 growth of a uniquely Canadian culture through the
30 establishment of the Canadian Broadcasting Corporation,



1
2 the Canada Council and other agencies cannot ignore
3 the health of Canada's periodical press. While we
4 share the view of many that a forced "hot-house"
5 development would be unwise, we feel that action of
6 the type we have indicated in the field of Canadian
7 periodicals is as desirable and as welcome as the
8 steps taken in the field of radio and television to
9 maintain and develop Canadian cultural values.

10 COMMISSIONER JOHNSTON: Mr. Blakeney, thank
11 you very much for your clear exposition. I have
12 read the brief two or three times now. What puzzles
13 me a good deal is that your brief, and most if not all
14 the others, admit a problem, then proceeds to say
15 that nothing much can be done excepting as you
16 suggested, the Canada Council or something of that
17 nature. I am quite sure that this commission won't
18 recommend anything that would, I would suggest, is
19 going to be a censorship or obstruction, or a barrier
20 to the free flow of ideas. I see the Canadian Prime
21 Minister of the day/ⁱⁿ1931 had in mind seeking out some
22 undesirable publications. I don't think that comes
23 within the terms of our reference. You state here on
24 page 4: "We believe, however, that this should be
25 extended so that, for instance, the 75 per cent
26 drawback on imported paper used in the production of
27 periodical publications would be increased to 99 per
28 cent and the list of duty free imports would include
29 the full range of materials used". Are you sure that
30 those figures are correct, the percentages?



1
2 MR. BLAKENEY: No, Mr. Chairman, I am not.

3 MR. WENAAS: There is at the present time a
4 75 per cent drawback.

5 MR. BLAKENEY: I am advised, Mr. Commissioner,
6 that there is, at least in our view, a 75 per cent
7 drawback at this time.

8 COMMISSIONER JOHNSTON: So you would be
9 surprised if I told you there is no duty whatsoever?

10 MR. BLAKENEY: Yes, I would be.

11 MR. WENAAS: There is no duty whatsoever on
12 certain papers used, but there is still as I understand
13 the Tariff Act and such. The Canadian Periodicals
14 Press Association understand that the Tariff Act four
15 or five years ago there were some papers to which this
16 75 per cent drawback applies.

17 COMMISSIONER JOHNSTON: Would you mind
18 identifying your colleague?

19 MR. BLAKENEY: He is Mr. Carl Wenaas of the
20 staff of the Economic Planning Board of the Saskatchewan
21 Government.

22 COMMISSIONER JOHNSTON: I as recently as
23 10 a.m. was told there is no duty on any paper used
24 in Canadian periodicals. The reason I questioned this
25 in the first place was that the paper manufacturers
26 have been protesting that they have no protection in
27 the Canadian market, and are unable to overcome a
28 37½ per cent duty on similar papers going in the
29 United States.

30 The percentage of increase of advertising



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2 revenue of Canadian periodicals, it appears on page
3 5. I don't know, but I suggest possibly the remarkable
4 increase in the eight or nine years from 1949 to 1957
5 in the national weekend papers is due to the spectac-
6 lar rise of the weekend papers' circulation, so that
7 you would have to take another eight or ten years
8 before you could decide whether this percentage increase
9 was going to continue.

10 MR. BLAKENEY: I think so. One does not
11 know, but Weekend must be reaching the limit of its
12 circulation using present methods.

13 COMMISSIONER JOHNSTON: Would you go along
14 with the idea that the Canadian editions of United
15 States publications would affect the advertising in
16 Canada of products that are not internationally, or
17 rather that have a brand name that is not known to
18 the U. S. consumer?

19 MR. BLAKENEY: Would I say that the special
20 editions would affect these adversely or otherwise.
21 I would think that these special editions would assist
22 such an industry.

23 COMMISSIONER JOHNSTON: Would assist the
24 Canadian industry?

25 MR. BLAKENEY: The indigenous Canadian
26 have
27 industry that does/not what I might call a continental
28 trade name.

29 COMMISSIONER JOHNSTON: You don't seem to
30 object to tax on magazines. You don't seem to object,
as some people do, that the 25 per cent tax was taken



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2 off a year and a half ago. I think probably it was
3 taken off because the government felt it was^{not}/doing
4 the job it was hoped it would do.

5 MR. BLAKENEY: This is our uneasy feeling
6 from looking at it, and as indicated in the brief,
7 there are many ways you can look at this. Some people
8 argue that the application of the tax had the mere
9 effect of indicating advertising rates in, let us
10 again for example quote Time, but this unfortunately
11 just used up the advertising budget of a particular
12 industry and actually reduced the amount of advertising
13 that went into, say Maclean's. We don't feel we are
14 in a position to reach judgments. We did raise the
15 problems, and went on to reach a conclusion. We are
16 not certain it will, but if in your judgment you feel
17 it will, we on grounds of principle do not object to
18 the tax, and think it will be a good thing, if it will
19 work.

20 THE CHAIRMAN: Or a like tax, something
21 similar?

22 MR. BLAKENEY: Or something similar. Mind
23 you, these are applied to Canadian editions, not
24 applied at the border, or for purely American editions.

25 COMMISSIONER JOHNSTON: Well, would you
26 consider that there is any essential difference between
27 the tax levied in Canada, and a customs duty levied
28 on editorial content of magazines that are produced in
29 the United States, the editorial material of which is
30 produced.



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2 MR. BLAKENEY: There is one essential
3 difference. Let me turn my mind first to the economic
4 differences, if any. I would see little economic
5 difference. I would not like to be the administrator
6 who had the task of putting a value on editorial work.
7 It would be an exceeding^{ly}/difficult administrative
8 problem to say that 25 pages of work represents
9 \$100,000.00 for duty purposes, or \$1,000.00. It is
10 not something that has any market value. There is no
11 way to test values, it is not a merchantable material.

12 To the non-economic side, we are a little
13 apprehensive for reasons indicated, or at least suggested,
14 in the brief, of tariffs on editorial content, because
15 we feel that there will be some suggestion, at least
16 there is some movement, some possibility of these
17 being used to filter opinion, and we saw this in 1931,
18 or suggest we saw it. A tax on editorial matter, there
19 would soon be pressures to say, surely you are not
20 going to apply this on scientific work, American
21 scientific work which comes across the border, and we
22 would say no.

23 COMMISSIONER JOHNSTON: Supposing you exempted
24 small publications with small circulation, which would
25 include I think all your scientific, medical --

26 THE CHAIRMAN: Religious, philosophical and
27 literary.

28 MR. BLAKENEY: This is fairly possible, we
29 would deplore it if it applied to anybody but the
30 United States. We see no reason why the Observer or



1
2 the Times should not come in untrammelled.

3 THE CHAIRMAN: Is that what you mean by
4 "undesirable side effects"?

5 MR. BLAKENEY: They are largely enumerated
6 up above. We are discussing a different problem here.
7 The undesirable side effects such as giving advantages
8 to American firms, or those with a continental as
9 opposed to a nation/^{al}trade name, and possibly reducing
10 employment produced in Canada by special printing
11 conditions, and so on.

12 COMMISSIONER JOHNSTON: In the latter part
13 of your brief, where you talk about small, intellectual
14 publications receiving assistance, you wish to encourage
15 that?

16 MR. BLAKENEY: Right.

17 COMMISSIONER JOHNSTON: If you had a customs
18 duty on editorial content of Canadian editions of U.S.
19 magazines, would not that in your opinion enure to the
20 benefit of Canadian writers in Canada?

21 MR. BLAKENEY: Yes, I think that would
22 certainly be one of the effects of it, superficially
23 anyway.

24 COMMISSIONER JOHNSTON: You tend to deplore
25 the rise in advertising revenue, or the percentage of
26 it. I suggest that the increase was due in large part
27 to the spectacular rise in Weekend magazine, and the
28 fact that Weekend magazine was distributed free as a
29 supplement to other newspapers?

30 MR. BLAKENEY: We think that magazines of



1
2 general circulation have increased, even excluding
3 Weekend.

4 COMMISSIONER JOHNSTON: It is the great
5 problem of magazine publication that they cannot obtain
6 a very large percentage of their total income from
7 circulation?

8 MR. BLAKENEY: That is true, but we are
9 deploring the apparent increase in the amount which
10 can be obtained by subscription and newsstand sales.
11 To some extent we feel that he who buys the paper
12 calls the tune, and as the periodical is paid for by
13 the man who buys it, to some extent if it relies wholly
14 on advertising revenue it will be attuned to secure
15 this revenue.

16 THE CHAIRMAN: Don't you think that the price
17 of a newspaper, shall we say, should be low enough to
18 enable the mass man to get it? Wouldn't you want every
19 farmer in Saskatchewan to be able to afford a daily
20 newspaper?

21 MR. BLAKENEY: Yes, but quite frankly, I think
22 I would rather have half of them getting a good daily
23 newspaper than all of them getting a very bad one.

24 THE CHAIRMAN: They would certainly get a
25 bad one if they depended on the newsstand price. I
26 am afraid that there would be no mass circulation of
27 newspapers, and after all this was supposed to be the
28 great educational thing in modern democracy, the penny
29 press?

30 MR. BLAKENEY: We are not quite sure that



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2 democracy in 1949 was any worse than in 1952, when it
3 was 70 per cent.

4 THE CHAIRMAN: But you will agree that if
5 the newspapers didn't get good advertising revenue,
6 they would lose a great deal of the independence, and
7 their newspapers would not be circulated very much?

8 MR. BLAKENEY: We concede the point that a
9 newspaper, to be effective, must be financially indepen-
10 dent, and will also concede the point that we have not
11 evolved any way for these newspapers to be financially
12 independent except for a substantial reliance on
13 advertising revenue. We think this is rather unfor-
14 tunate but we have nothing to suggest in substitution.

15 COMMISSIONER JOHNSTON: We examined with
16 considerable interest in Vancouver a publication called
17 Western Homes and Living, a very attractive publication,
18 but Mr. Mitchell, the present president of the company,
19 said he couldn't afford to get any more circulation
20 because his newsstand price is 25 cents and cost per
21 copy is 78 cents.

22 MR. BLAKENEY: Yes.

23 COMMISSIONER JOHNSTON: On page 11 you say:
24 "Sometimes Canadian periodicals are nothing more than
25 rather inferior imitations of United States counterparts."
26 Admitting that that may be true, don't you think that
27 if our publications could afford to pay the talent,
28 writing and artistic talent at similar rates to those
29 applying in the United States, that our publications
30 would be immeasurably improved?



1
2 MR. BLAKENEY: Yes I do sir.

3 COMMISSIONER JOHNSTON: I am not a radio
4 fan, so when I say I doubt very much if all the
5 thinking on C.B.C. is constructive -- but I was
6 wondering if you would tell me, does the B.B.C.'s
7 Listener carry advertising?

8 MR. BLAKENEY: I am not sure. I suspect it
9 carries a small amount. When you turn its pages, you
10 see very few ads. I am trying to cast my mind back.

11 COMMISSIONER JOHNSTON: I haven't seen it
12 for years. Now, Mr. Chairman, just one thing I would
13 like to add, and that is an excerpt for Mr. Blakeney's
14 comments. It is from Mrs. Hanley's submission in
15 Vancouver. She is a writer, and has been for many
16 years. "The Chinese have a saying: 'love thy neigh-
17 bour, but don't take down the fence'. Not only have
18 we taken down the fence, but we have taken our
19 neighbour to sleep with us. Of course Uncle Sam is
20 a very friendly neighbour." I think that is one thing
21 we have always to remember, that we have got to keep
22 up some fences, intellectual as well as economic?

23 MR. BLAKENEY: I agree most heartily, and I
24 feel a look at the Canadian scene will suggest, and I
25 am thinking of the cultural, the general field of
26 ideas and culture, will suggest to the observer that
27 the most stalwart fence we have is the C.B.C. This may
28 not be accepted, but I am prepared I think, to submit
29 this to you and that this sort of pattern, we feel, may
30 have some application in the fields of the periodical



1
2 press.

3 COMMISSIONER JOHNSTON: In spite of all
4 temptations we are going to remain Canadian?

5 MR. BLAKENEY: Yes.

6 COMMISSIONER BEAUBIEN: On page 3, on the
7 top of the page, of your brief. You state here, half-
8 way through the paragraph: "a heavy emphasis should be
9 placed on positive measures designed to improve the
10 quality and the effectiveness of Canadian periodicals
11 rather than measures designed merely to hinder and
12 obstruct American periodicals". Could you elaborate a
13 little, and tell us what you have in mind when talking
14 about positive measures, and particularly if you can
15 of periodicals of general circulation?

16 MR. BLAKENEY: Well, this is something where
17 we don't have too many ideas. We have already suggested
18 the ways of positively improving firstly the small
19 periodicals which we have dealt with, the subsidized
20 periodicals which we have dealt with later in the brief
21 by the Canada Council per se, we suggest that a general
22 improvement of the standard of journalism and availa-
23 bility of journalists of all levels, and we think this
24 might be increased by Canada Council grants. Any
25 positive measure, you may quibble at the word positive
26 here, but would be an increase in the tax on Canadian
27 editions of American magazines. We had in mind
28 American editions of American periodicals. We felt
29 our situation was such we had to do something to improve
30 the position of Canadian magazines vis a vis American



1
2 magazines. You can take two steps. Push down the
3 American ones by a tariff, or you can push up the
4 Canadian ones. We don't like a tariff for the reasons
5 outlined. Therefore, we think you must push up
6 Canadian ones. We don't have concrete suggestions
7 which will have a major effect on Canadian periodicals,
8 with the possible exception of the tax.

9 COMMISSIONER BEAUBIEN: Page 4, at the top
10 of the page, you state: "We are not suggesting that
11 this now has a very great effect on the movement of
12 periodicals, but it would seem to be a most useful
13 and symbolic step for Canada to announce to the world
14 that the last tariff obstacle on the free flow of
15 newspapers and periodicals to Canada has been removed."
16 As Mr. Johnston pointed out, I don't think that there
17 are any restrictions, are there, and what is more, I
18 think that in some cases we are even subsidizing the
19 American press, inasmuch^{as}/the American magazines which
20 are coming over here are made in the States and Canada
21 gets no revenue from what is paid to the States to
22 distribute the magazines in Canada?

23 MR. BLAKENEY: I am advised, and you will
24 appreciate we don't regard this as a major step, but I
25 am advised that there is a tariff on periodicals in
26 the English language which appear less than four times
27 a year.

28 COMMISSIONER JOHNSTON: That is not a
29 periodical.

30 MR. BLAKENEY: Well, if something which appears



1
2 twice a year is not a periodical, we are not correct.
3 Yes, there were two other areas which we were looking
4 at with the possibility of making some submission to
5 the commission, but we were unable to complete sufficient
6 research even to formulate ideas which we thought might
7 be useful, and the one area was the area of postal
8 rates, the possibility that American periodicals are
9 getting an advantage because they are using American
10 postal rates, and the possibility of achieving the same
11 results as are envisaged by the tax by the use of a
12 differential postal rate, the Canadian government
13 charging higher for editorial content . However, we
14 cannot submit it, because we haven't got the research.

15 The other area where we have formed no con-
16 clusions whatever, is the possibility of using the
17 Income or Corporation Tax Act as a vehicle by indicating
18 that advertisements in Canadian editions of American
19 magazines would not be a business expense as to 100
20 per cent of their value, but this has so many problems
21 about it that we didn't complete sufficient research
22 to make any conclusions on it.

23 COMMISSIONER BEAUBIEN: You spoke about
24 Canadian editions of American magazines and purely
25 American magazines. Do you make a distinction between
26 those two as far as taxes to be applied?

27 MR. BLAKENEY: Yes, we feel that there is
28 nothing -- well, let us say that the economic implica-
29 tions are not nearly so unfair as between a Canadian
30 periodical and a purely American periodical, as between



1
2 a Canadian periodical and a Canadian edition of an
3 American periodical. Time would have to charge
4 advertising rates which would bear the cost of dis-
5 tribution throughout the whole continent, and then the
6 relative advertising rates would be such that our
7 Canadian people should compete if the advertising
8 wanted to cover only Canadian markets. But this
9 advertising revenue, of course, must bear its share
10 of editorial costs. / The Canadian edition of an American
11 publication has the best of both worlds. It merely
12 uses the Canadian market, only the paper and that sort
13 of thing, to cover the advertising which is meant to
14 circulate only in Canada. I think the principle is
15 fairly clear there, that there is a fairly substantial
16 difference.

17 COMMISSIONER BEAUBIEN: Would you say that
18 the Canadian editions are a greater drain on the
19 advertising dollar than the American editions?

20 MR. BLAKENEY: Well, this is something that
21 I couldn't speak from having studied the figures and
22 reach^{ed} a conclusion, but I would certainly say that this
23 was so. I would not really worry at all about, taking
24 a Canadian product, British American Oil, or British
25 American Gasoline, and if they were going to advertise
26 in a Canadian periodical, I would not worry at all
27 about them choosing the American edition of Time,
28 because I don't think they are going to be able to pay
29 Time's rates to get their ad into Albuquerque, New
30 Mexico, where it will do them no good. I am sure it is



1
2 not suggested that the Canadian edition of Time charges
3 the same as an American edition.

4 COMMISSIONER JOHNSTON: A difference of
5 something like \$2,000.00 to \$32,000.00.

6 MR. BLAKENEY: I have no fears whatever that
7 B.A. would select a page in Time at \$36,000.00 to cover
8 the Canadian scene. They would choose a Canadian
9 periodical.

10 THE CHAIRMAN: In view of some of the modi-
11 fications you have offered, the statements made in
12 your brief and your eagerness seemingly to improve on
13 some of the statements and to go further and modify and
14 amend them, would you care to send us a supplementary
15 brief to Ottawa?

16 MR. BLAKENEY: We are sorry if we haven't
17 made our points clear.

18 THE CHAIRMAN: You have admitted one or two,
19 I think, errors in your brief, about the tax for
20 example, material entering Canada for Canadian publi-
21 cations. Mr. Beaubien, what was the question you
22 asked a moment ago?

23 COMMISSIONER BEAUBIEN: That there would be
24 no restriction --

25 THE CHAIRMAN: You wouldn't want to do a
26 little more research, and send us a further brief?

27 MR. BLAKENEY: I think we could do that.

28 THE CHAIRMAN: In the meantime, one or two
29 questions. On page 6 you say: "If it can be demonstra-
30 ted that the special excise tax on advertising revenues



1
2 would be effective in achieving its purpose without
3 any substantial undesirable side effects, the Govern-
4 ment of Saskatchewan would recommend its adoption."
5 Then you say: "We would also, in these circumstances,
6 be interested in the possibility of using such a tax
7 to increase the Canadian content of these special
8 Canadian editions." What would you do about a subsi-
9 diary of an American publishing house publishing in
10 Canada? Let us say the very highly respected Readers
11 Digest. The Canadian content probably wouldn't apply
12 there. Would you say that a publication of that kind
13 should have on its board a majority of Canadians? That
14 there should be a Canadian control, that is, its main
15 editors should be Canadian and its Board of Directors
16 have a majority of Canadians on it?

17 MR. BLAKENEY: We would not oppose that. I
18 have not had an opportunity to consult anybody on
19 behalf of the government, but certainly I do not regard
20 a counting of heads on a Board of Directors as an
21 effective measure of who controls a corporation. I
22 have always regarded this as something of a myth.

23 THE CHAIRMAN: It does not work in the case
24 of the Canadian Pacific Railway, which is owned outside
25 Canada but isn't there a law there which permits the
26 Canadian directors to control?

27 MR. BLAKENEY: Yes, it is used very widely
28 in fields of our airlines, I think to get a franchise
29 from the Air Transport Board, it runs I think that you
30 have to show your corporation is Canadian controlled,



1
2 and I think the same goes for T.V. and radio. I don't
3 oppose this principle, I don't think it will result in
4 Canadian control, but it will assist.

5 THE CHAIRMAN: I may say this has been
6 suggested to me privately by certain people about a
7 Canadian Listener, but you are the first people to put
8 it in a submission. The Canadian Broadcasting Corpora-
9 tion is now costing the Canadian taxpayer \$60,000,000.00
10 a year in round figures. If the broadcasting corpora-
11 tion put out the equivalent of a Listener in Canada, if
12 it took advertising to sustain it, you would have a
13 situation under which the State, the government was
14 subsidizing a competitor in securing advertising which
15 is the lifeblood of the newspapers. Would you think
16 that was a fair proposition, that the State should
17 subsidize one business in competition with another?

18 MR. BLAKENEY: I think this is so widely
19 accepted that it is not really quite right to set it
20 up in terms of being grossly unfair.

21 THE CHAIRMAN: You would say it is grossly
22 unfair?

23 MR. BLAKENEY: No, I would not. I don't think
24 it is grossly unfair for the C.B.C. to take advertising
25 which is in competition with local stations. For
26 instance, the Dalhousie Review is subsidized by the
27 university to take --

28 THE CHAIRMAN: That is hardly an analogy.

29 MR. BLAKENEY: The C.B.C. is. I am urging
30 on you that when the C.B.C. takes advertising revenue



1
2 and subsidizes them, and agrees it pays only half of
3 the cost of producing --

4 THE CHAIRMAN: You think it is all right for
5 Grattan O'Leary to be taxed so that the C.B.C. may
6 compete more effectively with the organization he is
7 running? This is worse. Supposing I am a publisher
8 of a newspaper, and I was for a time, and I pay taxes
9 to support the C.B.C., I pay part of the \$60,000,000.00,
10 and part of my taxes was being used to compete with
11 me to make it harder for me to get the money to pay
12 the taxes?

13 MR. BLAKENEY: Yes.

14 THE CHAIRMAN: You say this is all right?

15 MR. BLAKENEY: Yes.

16 THE CHAIRMAN: Well then, if it didn't take
17 advertising, and couldn't pay its way, and I doubt if
18 it could in any event, it still is a tremendous loss.
19 The Listener at one time had over a million circulation,
20 I think Radio Times in England has five or six million
21 circulation. Let us say they get in Canada a million
22 circulation, and they very well might considering the
23 number of T.V. and radio licenses, a million circulation
24 with the present cost of newsprint, I would imagine if
25 they could get by with \$50,000,000 or \$60,000,000. more
26 loss piled on top of the \$60,000,000.00 we are using
27 now, do you think this would be wise?

28 MR. BLAKENEY: If it would be better for
29 advertising to be kept out, I don't think it would be
30 very wide, very extensive, but I would think there is



1
2 nothing wrong.

3 THE CHAIRMAN: And you feel this should be
4 done so that the public would have a greater opportu-
5 nity of studying or reading what appears on radio and T.V.
6 day after day? Mind you, I am not criticizing, I think
7 radio is vastly superior to T.V. myself, music, presenta-
8 tion of the arts, talks, theatre and review of books,
9 but do you really believe that most of the things we
10 hear on C.B.C., including this defence discussion you
11 were talking about, which was not documented, which was
12 cursed by oversimplification, and in many cases was
13 calculated to mislead? I have listened to, and gone
14 on these forums. There is not much opportunity to
15 document your statements. You'd circulate this clear
16 across Canada and widen the circulation of ignorance,
17 and tax the people in the process of widening it?

18 MR. BLAKENEY: I am by no means sure, Mr.
19 Chairman, that the tendency to mislead is restricted --

20 THE CHAIRMAN: I don't think it is deliberately
21 intended, but I think the facts are not sufficiently
22 documented.

23 MR. BLAKENEY: When I read other Canadian
24 publications, I am not sure all their facts are
25 documented. I am not sure that the level of journalism--

26 THE CHAIRMAN: With this fundamental differ-
27 ence, you are not being taxed and misled at the same
28 time.

29 MR. BLAKENEY: This problem of being taxed
30 is something very sensitive to someone living on the



1
2 prairies.

3 THE CHAIRMAN: It is very sensitive to people
4 living on Sparks Street in Ottawa too.

5 MR. BLAKENEY: This is what happens to us
6 every day, that we are being taxed in order that various
7 industries in eastern Canada -- but I want to make it
8 clear that this principle of paying a tax and using the
9 money for a national purpose which national purpose
10 may conflict with the purpose of an individual taxpayer,
11 is not confined to this field, and we think that if
12 this is a national purpose it should be carried on with.

13 THE CHAIRMAN: Get back now to your Canada
14 Council. You suggest that the Canada Council might
15 be used to help some of these magazines, shall we say,
16 and I am all for the little magazines. Isn't your
17 difficulty there again, a lack of funds? The Canada
18 Council has not some golden rod, it has actually some
19 \$250,000.00 to spend, the interest on \$50,000,000.00.
20 It has demands for libraries, scholarships, aid to
21 musicians, little theatres, and so on and so forth.
22 The amount of assistance they could give to our
23 periodicals is trifling. I doubt if they could under-
24 take it, and how you would say what is to be helped,
25 unless some government would come along and say the
26 Canada Council is to have three or four times more
27 money than it has, and I don't think this will happen?

28 MR. BLAKENEY: I don't think so in the
29 immediate future, but we can look forward to a future
30 establishment of a Canadian identity, and the establish-



1
2 ment of funds there for.

3 THE CHAIRMAN: What we are looking for are
4 practical solutions that wouldn't hurt too many people.
5 I am glad to hear you say that the Government of
6 Saskatchewan would favour some sort of excise tax?

7 MR. BLAKENEY: Subject to the qualifications
8 we gave.

9 THE CHAIRMAN: And the qualifications being?

10 MR. BLAKENEY: Will it work.

11 THE CHAIRMAN: That is true of everything,
12 but you are not raising any questions of press freedom
13 and that sort of nonsense

14 MR. BLAKENEY: If I may phrase it, not with
15 respect to Canadian editions of American magazines --

16 THE CHAIRMAN: If the government can someday
17 raise a deterrent of magazines coming in and alleging
18 to be Canadian magazines, and the overflow, you people
19 would say God bless you?

20 MR. BLAKENEY: Essentially that is my position
21 sir.

22 COMMISSIONER JOHNSTON: Who is going to
23 decide what is a proper national purpose?

24 MR. BLAKENEY: Who decides what any proper
25 national purpose is, the same persons who decide
26 questions of radio, television, and this obviously is
27 the elected representatives as they may be affected
28 by the representatives of the fourth estate and all
29 the other pressures which are brought to bear in
30 formulating any national idea.



1
2 THE CHAIRMAN: Nobody listens to them any
3 longer --

4 COMMISSIONER JOHNSTON: Page 10: "It might
5 be remembered that at least one of our largest Canadian
6 periodicals today began as the Canadian edition of a
7 United States periodical"?

8 MR. BLAKENEY: I think we are referring to
9 Liberty.

10 THE CHAIRMAN: Thank you very much for coming
11 here, and I assure you we will give the fullest considera-
12 tion to your brief, and if you can send us a supple-
13 mentary brief, it will also be considered.

14 EXHIBIT R-1: Submission of the Saskatchewan
15 Government.

16
17 ---The Commission adjourned its Regina hearing to meet
18 in Winnipeg, Manitoba, November 25th, 1960.

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ROYAL COMMISSION ON

Publications

HEARINGS

HELD AT

WINNIPEG

VOLUME No.:

DATE:

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NOV 25 1960

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ROYAL COMMISSION ON PUBLICATIONS

Proceedings of hearings held in
the Legislative Buildings in the
City of Winnipeg, Manitoba, on
the 25th day of November, 1960,
et seq. at 9:30 a.m.

COMMISSION:

M. GRATTAN O'LEARY Chairman

J. GEORGE JOHNSTON Member

CLAUDE P. BEAUBIEN Member

P. MICHAEL PITFIELD Secretary

G.H. QUINN Administrative
Officer



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SUBMISSIONS:

Canada Ethnic Press Federation (Mr W. J. Lindal)	page 9
Canada Press Club of Winnipeg (Mr Charles Dojack)	21
The National Publishers Ltd. (Mr Charles Dojack)	25
Canadian Circulation Consultants (Mr Harry Wannacott)	42
Public Press Limited (Mr R. C. Brown)	47
Stovel-Advocate Publications Ltd. (Mr Strock)	75
Winnipeg Master Printers & Lithographers Association (Mr Jack Hignell)	91
Canadian Authors' Association, Winnipeg Branch (Mr C. E. L'Ami)	103

EXHIBITS:

No. W-1: Brief of Canada Ethnic Press Federation.
No. W-2: Brief of The Canada Press Club of Winnipeg.
No. W-3: Brief of National Publishers Limited.
No. W-4: Brief of Canadian Circulation Consultants.
No. W-5: Brief of The Public Press Limited.
No. W-6: Two tables submitted by The Public Press Limited.
No. W-7: Brief of Stovel-Advocate Publications Ltd.
No. W-8: Brief of Winnipeg Master Printers & Lithographers Association.
No. W-9: Brief of The Canadian Authors' Association Winnipeg Branch.



--- On commencing at 9:30 a.m.

THE SECRETARY: Ladies and gentlemen, the following is an excerpt from a Minute No. P.C. 1960-1270 of a meeting of the Committee of the Privy Council, approved by His Excellency the Governor General on the 16th September, 1960.

The Committee of the Privy Council had had before them a report from the Right Honourable John G. Diefenbaker, the Prime Minister representing:

That Canadian magazines and periodicals add to the richness and and variety of Canadian life and are essential to the culture and unity of Canada; and

That it has been alleged that because of inequitable competition from foreign periodicals of various forms the publication of Canadian magazines has been prejudicially affected.

The Committee, therefore, on the recommendation of the Prime Minister, advise that:

M. Grattan O'Leary, Esquire, of the City of Ottawa John George Johnston, Esquire, of the City of Toronto and Claude P. Beaubien, Esquire, of the City of Montreal be appointed Commissioners



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2
3 under Part I of the Inquiries Act.

4 (a) To inquire into and report upon the
5 recent and present position of and prospects
6 for Canadian magazines and other periodicals
7 with special but not exclusive consideration
8 being given to problems arising from
9 competition with similar publications which
10 are largely or entirely edited outside of
11 Canada or are largely or entirely foreign
12 in content; and

13 (b) To make recommendations to the
14 government as to possible measures which,
15 while consistent with the maintenance of
16 the freedom of the press, would contribute
17 to the further development of a Canadian
18 identity through a genuinely Canadian
19 periodical press.

20 The Committee further advise:

21 That the Commissioners be authorized
22 to exercise all the powers conferred upon
23 them by Section 11 of the Inquiries Act
24 and be assisted to the fullest extent by
25 government departments and agencies;

26 That the Commissioners adopt such
27 procedures and methods as they may from
28 time to time deem expedient to the
29 proper conduct of the inquiry and sit at
30 such times and at such places in Canada



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as they may decide from time to time;

That Mr. M. Grattan O'Leary be
Chairman of the Commission.

Signed by R.B. Bryce
Clerk of the Privy Council.

The following is the text of a Commission
appointing Mr. Grattan O'Leary, Esquire, John George
Johnston, Esquire, and Claude P. Beaubien, Esquire,
to be Commissioners under Part I of the Inquiries Act
to inquire into and report upon the recent and present
position of and prospects for Canadian magazines and
other periodicals. M. Grattan O'Leary, Esquire, to
be Chairman of the said Commissioners.

Dated 27th September 1960.

Recorded 30th September 1960.

Film 98 - Document 163.

Signed by F. Weatherhead
for Registrar General of Canada
Reference No. 163102.

ELIZABETH THE SECOND, by the Grace of God
of the United Kingdom, Canada and Her other realms and
Territories QUEEN, Head of the Commonwealth, Defender of
the Faith.

TO ALL TO WHOM THESE Presents shall come
or whom the same may in anywise concern,

GREETING:



1
2 WHEREAS pursuant to the provisions
3 of Part I of the Inquiries Act, Chapter 154
4 of the Revised Statutes of Canada, 1952,
5 His Excellency the Governor in Council,
6 by Order P.C. 1960-1270 of the sixteenth
7 day of September, in the year of Our Lord
8 one thousand nine hundred and sixty, a
9 copy of which is hereto annexed, has
10 authorized the appointment of Our
11 Commissioners therein and hereinafter named
12 to:

13 (a) inquire into and report upon the
14 recent and present position of and prospects
15 for Canadian magazines and other periodicals
16 with special but not exclusive consideration
17 being given to problems arising from
18 competition with similar publications which
19 are largely or entirely edited outside of
20 Canada or are largely or entirely foreign
21 in content; and

22 (b) make recommendations to the government
23 as to possible measures which, while
24 consistent with the maintenance of the
25 freedom of the press, would contribute
26 to the further development of a Canadian
27 identity through a genuinely Canadian press,
28 and has conferred certain rights, powers and privileges
29 upon Our said Commissioners as will by reference to the
30



1
2 said Order more fully appear.

3 NOW KNOW YE that, by and with the advice
4 of Our Privy Council for Canada, we do by these Presents
5 nominate, constitute and appoint M. Grattan O'Leary,
6 Esquire, of the City of Ottawa, in the Province of
7 Ontario; John George Johnston, Esquire, of the
8 City of Toronto, in the Province of Ontario; and
9 Claude P. Beaubien, Esquire, of the City of Montreal,
10 in the Province of Quebec, to be Our Commissioners
11 to conduct such inquiry.

12 TO HAVE, hold, exercise and enjoy the said
13 office, and trust unto the said M. Grattan O'Leary,
14 John George Johnston, and Claude P. Beaubien,
15 together with the rights, powers, privileges and
16 emoluments unto the said office, place and trust of
17 right and by law appertaining during Our Pleasure.

18 AND WE DO hereby authorize Our said
19 Commissioners to exercise all the powers conferred
20 upon them by section 11 of the Inquiries Act and be
21 assisted to the fullest extent by government
22 departments and agencies.

23 AND WE DO hereby authorize Our said
24 Commissioners to adopt such procedure and methods as
25 they may from time to time deem expedient for the
26 proper conduct of the inquiry and sit at such times
27 and at such places in Canada as they may decide
28 from time to time.
29
30



1
2 AND WE DO hereby authorize Our said
3 Commissioners to engage the services of such counsel,
4 staff and technical advisers as they may require
5 at rates of remuneration and reimbursement to be
6 approved by the Treasury Board.

7 AND WE DO hereby require and direct Our
8 said Commissioners to report their findings to Our
9 Governor in Council with all reasonable despatch
10 and file with the Dominion Archivist the papers and
11 records of the Commission as soon as reasonably may
12 be after the conclusion of the inquiry.

13 AND WE FURTHER appoint M. Grattan O'Leary,
14 Esquire, to be Chairman of Our said Commissioners.

15 IN TESTIMONY WHEREOF we have caused these
16 Our Letters to be made patent and the Great Seal of
17 Canada to be hereunto affixed.

18 WITNESS:

19 The Honourable Patrick Kerwin, Chief Justice
20 of Canada and Deputy of Our Trusty and
21 well-beloved Major-General George Philias
22 Vanier, Companion of Our Distinguished
23 Service Order upon whom We have conferred
24 our Military Cross and Our Canadian
25 Forces' Decoration, Governor General
26 and Commander-in-Chief of Canada.

27 AT OTTAWA, this twenty-seventh day of
28 September in the year of Our Lord one thousand nine
29 hundred and sixty and in the ninth year of Our Reign.
30



BY COMMAND,

Signed by C. Stein

Under Secretary of State.

The following is an excerpt from Minute No.
P.C. 1960-1352, dated Saturday, the 1st day of
October, 1960:

His Excellency the Governor General
in Council, on the recommendation of the
Prime Minister, is pleased hereby to
appoint Michael Pitfield, Esquire, of the
City of Montreal, Province of Quebec, to
be secretary of the Commission appointed
pursuant to Order in Council, P.C. 1960-1270
of 15th September, 1960 to enquire into
the position of and prospects for
Canadian magazines and other periodicals....

Signed by R.B. Bryce,

CLERK OF THE PRIVY COUNCIL

THE CHAIRMAN: Gentlemen we merely add
our thanks to all of you for coming here to help
us with the hope for good tidings, good counsel and
good advice. We assure you your submissions
will receive our closest attention.

MR. PITFIELD: Mr. Chairman, the first
submission will be offered by Mr. W.J. Landal of the
Canada Ethnic Press Federation.



Submission of Canada Ethnic Press
Federation

MR. LINDAL: I appear as President of the Canada Ethnic Press Federation, and this is the brief we have prepared:

At the outset it should be made clear just what publications are included in the name Canada Ethnic Press Federation .

In its widest connotation the word "ethnic" includes all national groups, and hence would include the two dominant groups, the British and the French. That is not intended. On the other hand, there are some weeklies and periodicals published in English, and one or two in French, which come definitely under the word "ethnic", as used in the Federation. Most of the Jewish papers are published in English, such as the Canadian Jewish Chronicle of Montreal. A quarterly, the Icelandic Canadian of Winnipeg, is published in English. Col. Laval Fortier, for many years Deputy Minister of Citizenship and Immigration and others, have stated that by reason of its advocacy of the maintenance of French culture in Canada as its main policy, the Montreal Le Devoir may be said to be an ethnic publication.

The first step, leading to the formation of the Canada Ethnic Press Federation, was taken back in 1942 when the Canada Press Club of Winnipeg was organized. At a dinner celebrating the launching



1
2 of the project, at which the late Hon. R.F. McWilliams,
3 former Lieutenant-Governor of Manitoba, and Honorary
4 President of the Club, presided, the editors of the
5 Winnipeg dailies were invited as guests and not as
6 members. George V. Ferguson, then editor of the
7 Winnipeg Press Press and now editor of the Montreal
8 Star, complained: "Why aren't we members, aren't
9 we Canadians?"

10 There is a difference, but it is not in
11 objective. There is only one objective and that
12 is the development of a distinctive Canadianism.
13 The starting points are different and for that
14 reason there is some difference in methods of approach.
15 All the ethnic publications, whether the language
16 of national origin, or English, or French, is used,
17 are genuinely Canadian. But their Canadianism rests,
18 at least in part, upon what has been inherited as well
19 as upon what is gathered in the milieu. Roots are
20 not being severed but nourishment is being provided
21 from the adjoining soil.

22 Viewed in the perspective of what has been
23 said above, the objects and purposes of the Federation
24 can be more clearly seen and understood. They are
25 to be found in Article III of the Constitution of the
26 Federation which reads as follows:

27 Article III - Objects and Purposes

28 1. To study and interpret the Canadian scene
29 and the integration of ethnic cultures into
30



ANGUS, STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

(Lindal)

- 11 -

1
2 that scene, thus striving to contribute
3 to a more united and a richer Canadianism.

4 2. To foster and promote a better
5 understanding and co-operation among the
6 various ethnic groups in Canada.

7 3. To study and interpret Canada's role
8 in international affairs and her position
9 in relation to all nations dedicated to
10 uphold the ideals of freedom and democracy.

11 4. To gather and disseminate information
12 which will lead to a better appreciation
13 of the basic principles to which Canada is
14 dedicated.

15 5. To Provide a forum for the study and
16 discussion of problems common to Canada's
17 ethnic press and to foster its welfare.

18 The Canada Ethnic Press Federation was
19 organized in 1958. As it has been in existence for
20 only two years, it is necessary to point out that
21 the Federation is the objective which editors and
22 publishers of ethnic publications have envisioned
23 for many years. On the national level, it seeks to
24 perform services which in the more regional fields
25 have been performed by the ethnic press clubs; the
26 Canada Press Club of Winnipeg, formed in 1942; the
27 Canadian Ethnic Press Club of Toronto, formed in 1948.

28 It is not necessary to enter into a
29 discussion of what the ethnic press of Canada seeks
30



1
2 to accomplish and indeed has already accomplished.
3 The mere statement that "the roots have not been
4 severed" is a sufficient description of one phase
5 of the services being rendered. During these years
6 of relatively heavy immigration, that phase of the
7 service is important in that it helps to create a
8 sympathetic atmosphere. The other, and in course
9 of time the more important one, is the Canadian
10 aspect - the contribution which the ethnic press is
11 making in the development of a distinctly Canadian
12 citizenship. This brief is concerned with the
13 second aspect of the service. The former, as long
14 as substantial immigration continues, is so
15 obvious that comments are not required.

16 Time permits of only two illustrations.
17 The one is a statement of a particular public
18 service; the other is an address which appeared in
19 one of the periodicals. Both are truly typical of
20 the work and the thoughts of members of the ethnic
21 press. Many other illustrations could be given.
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Lindal

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2 The Canadian Citizenship Act came into force
3 on January 1, 1947. When the Bill was before the
4 House of Commons during the 1946 session, the Minister
5 of Citizenship and Immigration, Hon. Paul Martin, sent
6 a copy of the Bill, in draft form, to the President of
7 the Canada Press Club of Winnipeg, inviting comments
8 and suggestions. A committee of members of the Club
9 was immediately formed and a number of meetings were
10 held. Many suggestions were made which were forwarded
11 to the Minister and some of them were embodied in the Act.
12 The Minister actually attended one of the meetings as he
13 was anxious to get the reactions of representatives
14 of the ethnic groups. At least partly because of the
15 appreciation expressed by the Minister, the Canada
16 Press Club undertook, in the fall of the year 1946, to
17 have a small book published on the Act, to be ready for
18 distribution when the Act came into force. That is the
19 only book which has been published on that important
20 landmark in the development of Canadian citizenship.

21 Annexed to this brief is an address delivered
22 by the President of the Canada Ethnic Press Federation
23 to The Empire Club of Winnipeg on May 20, 1960. It is
24 only an example of the thinking of representatives of the
25 ethnic groups and is included merely to illustrate that
26 within the ambit of views of these people all materials
27 forming the content of Canadianism are duly examined and
28 fairly assessed. Countless books, articles and editorials
29 could be mentioned illustrating the study given by leaders
30



Lindal

14

of the ethnic groups to the evolution of the Canadian pattern of citizenship. Some of them are referred to in other briefs placed before the Commission.

The Federation is impressed with paragraph "b" of the terms of reference set out in P. C. 1960-1770, and regards it as being of special significance. It therefore has given careful consideration to what it might be able to do which "would contribute to the further development of a Canadian identity". In a press despatch of November 12, 1960, five projects are enumerated as being planned, with others, for study by the Commission. One of them reads as follows:

"An assessment of how much Canadian magazines contribute to the growth of our arts and letters."

Placing the term of reference, quoted, with the planned project, also quoted, it is the view of the Canada Ethnic Press Federation that the Royal Commission on Publications, as it seeks to assess the contribution of Canadian magazines to the growth of Canadian arts and letters, will at the same time examine agencies in the publication field which contribute to the development of the 'Canadian identity'. Or, one might put it the other way and say that it is the view of the Federation that the Commission will examine publications from the point of view of what assistance they can give in helping to resist cultural penetration from the outside. Such resistance, of course, is one way of assisting in maintaining Canada's independence in its



1 cultural development.

2 The Canada Ethnic Press Federation feels
3 strongly that in this field it can make a valuable con-
4 tribution. It has often been said that in Canada there is
5 a unity in its variety and that unity in variety is a
6 a national asset. The soundness of that viewpoint is
7 made clearer when one considers defences to foreign
8 penetration.

9 Here the most important single factor is that
10 Canada is bilingual. The only country from which
11 there could be unque penetration is the United States of
12 America, which is monolingual. As long as Canada is
13 bilingual and there are two dominant cultures in Canada,
14 it is difficult to imagine how Canada could possibly
15 become a cultural satelite of the United States.

16 But if Canada were exclusively bilingual and
17 the bilingualism implied that there are two national
18 groups, the British and the French, each with its own
19 culture, and somehow or other all other national elements
20 are being absorbed into the one or the other, then there
21 might be the danger that the two would be competing
22 rather than co-operating, watching rather than embracing
23 each other. It is here where the ethnic groups (using
24 the word in its narrowest sense as excluding the British
25 and the French) can and are playing their important role.

26 This combined group, in various stages of
27 integration into the Canadian national stream, represents
28 about 25% of the population. Almost all of them have
29 chosen English as their native Canadian tongue, but in
30 Quebec there are some who have chosen French. But when



1 Quebec there are some who have chosen French. But when
2 one seeks to assess the contribution these groups are
3 making to the development of a distinctly Canadian
4 nationality, or, if you will, their contribution to
5 defences against outside cultural aggression, the important
6 factor is not the percentage-wise selection of English
7 or French. The important factor is that these groups help
8 to prevent the development of an exclusiveness as between
9 the British and the French dominant groups.

10 The Canadian whose Canadian native tongue is
11 English and whose father's or grandfather's tongue was
12 Ukrainian doesn't become a British Canadian. The remnants,
13 if any, of French-British rivalries in Canada do not
14 enter his mind. Nothing but cold objective appraise-
15 ment of merits draws him to either the United Kingdom or
16 to the United States and, I might have added, to France.
17 He is a Canadian with a few gold and silver coins in his
18 pockets which he calls Ukrainian culture. He will resist
19 cultural aggression from the United States or any other
20 foreign country. He will fight for unity within, even as
21 he allows variety in materials and diversity in approach.

22 The best instruments which the ethnic groups
23 of Canada have at their disposal in the development of
24 a tolerant Canadianism, and in the resistance of
25 aggression from the outside, are the weeklies and period-
26 icals. Again a percentage-wise yardstick does not
27 apply. It does not make so very much difference whether
28 the medium of expression in these publications is the
29
30



1 is the language of origin or English, or French. One
2 must bear in mind that as the integrating process goes
3 on the tendency is bound to be towards the
4 selected Canadian tongue. In fact that is a problem en-
5 gaging the attention of every publisher in the language
6 of origin. A first step, already taken by some publishers,
7 is a division, for instance, half English, half the
8 original ethnic language. But even if the ethnic
9 language is dropped entirely and only the Canadian lan-
10 guage used, the spirit will not disappear, at least not
11 for a long time, perhaps not until the Canadian pattern
12 has taken definite form, of course by then the process of
13 citizenship building will have been completed.

14 SUGGESTED RECOMMENDATIONS

15 If, as is contended, the ethnic press is an
16 agency of value in citizenship building, thenext step
17 to take is to make suggestions as to was in which re-
18 commendations could be made by the Commission which, if
19 acted upon, would enable the ethnic press to improve its
20 service - to increase its contribution to the develop-
21 ment of the Canadian identity.

22 Obviously the Canada Ethnic Press Federation,
23 being a nationwide organization, will have to limit it-
24 self to generalities, leaving the more specific suggestions
25 to the two member clubs, the Canada Press Club of Winnipeg
26 and the Canadian Ethnic Press Club of Toronto, and
27 to representatives of group and individual publishers.
28 If deemed of assistance, more specific suggestions could
29 be made at the public hearing in Winnipeg.



1 Recognition

2 The first plea that the Federation makes is
3 for recognition of the value of the service being render-
4 ed by the ethnic press. Summarizing, it can be said that
5 the service is of two types.

6 A. Specific

7 As long as immigration to Canada con-
8 tinues the foreign language ethnic papers,
9 as distinguished from those printed in
10 English or French, will be most useful
11 instruments for making the newcomer feel
12 that he is welcome and that he belongs,
13 that he should at once join with others
14 in the building of this nation. Here
15 it is essential to reach the newcomer in
16 his own language.

17 General

18 The ethnic press, as a part of the public
19 press of Canada, has accepted its full
20 responsibility in the moulding of a
21 sound public opinion. This has already
22 been dealt with at some length.

23 Enlightenment

24 It is submitted that the Canadian public has a
25 very limited knowledge of the ethnic press industry -
26 its aims, its successes, its difficulties. On the other
27 hand, the public is reasonably well informed about the
28 press in general. Again and again one hears about the
29 power of the press, how it moulds public opinion, how
30



1 it gets behind this and that laudable project. But if
2 someone were to ask what is included in the words 'the
3 press', the answer would almost invariably be the English
4 language and the French language press. And in all
5 probability, ethnic publications in the English language
6 (or French) would not be included.

7 It is submitted that a recommendation should
8 be made encouraging the dissemination of information on
9 the ethnic press and its service.

10 Governments at All Levels Should Take The Lead

11 Although the Commission will be making its
12 report to the government of Canada and the main recomm-
13 endations will be directed to that government, it should
14 point out in its report that all governments, at all
15 levels, should be equally concerned about this branch of
16 the public press of Canada. Governments, in their en-
17 couragement, and in their support, can give the lead to
18 private enterprise. Corporations and advertising
19 agencies will follow such a lead.



1 Undermining Facts

2 Although details of specific problems should be
3 left to the clubs and publishers, the Federation feels
4 that the Commission should, in its report, refer to the
5 following facts which are undermining the whole ethnic
6 press industry and threatening the continuation of present
7 publications:

8 A. Increased costs of production.

9 B. Decrease in advertising revenue due to a
10 mass coverage media.

11 C. Loss in advertising revenue due to local
12 restrictions.

13 D. Loss in advertising revenue due to unfair
14 competition by American and other foreign media
15 with a wide coverage in Canada.

16 The Special Role of the Ethnic Press

17 The Federation asks that the Commission take
18 into consideration and include in its report the special
19 features of the ethnic press industry. Those special
20 features are both an advantage and a handicap. The
21 circulation of each publication is relatively small, but
22 to the reader these publications are the "home" newspaper
23 or magazine, carefully preserved, and read in the quiet
24 hour of an evening. Costs of publication are relatively
25 high, and because of the variety of origin and of lan-
26 guage, mergers into large corporations, with corresponding
27 reductions in costs per unit, are impossible. But that
28 very variety has its advantage; it prevents a dull
29 uniformity.
30



CONCLUSION

It is good for Canada that it is bilingual.

It is also good for Canada that during the decades, when the Canadian identity is being developed, an ethnic press exists which broadens the outlook, softens tendencies towards exclusiveness, helps create a unity in a variety. Perhaps it will help the Canadian nation to fit into its destined place in the multilingual one world of today.

Submitted on behalf of the Canada Ethnic Press Federation this 18th day of November, 1960.

(signed) W. J. Lindal,
President.

John H. Syrnick,
Secretary.

This, I duly submit, Mr. Chairman.

THE CHAIRMAN: Thank you, Dr. Lindal, for a very splendid and eloquent presentation. I was going to suggest that inasmuch as Mr. Dojack's submission seems to follow a common pattern, that he read his now and we can ask questions about both of them when he has finished.

MR. LINDAL: That would be satisfactory.

SUBMISSION OF THE CANADA PRESS CLUB
OF WINNIPEG

Appearances: Mr. Charles Dojack, President.

Canada's language publications aside from Anglo-Saxon and French dailies now number over 140; the largest concentration and most influential, -- over 25 ethnic papers -- are published in Greater Winnipeg.

The readers of Winnipeg ethnic papers alone



1 number many thousands and combined with others across
2 Canada, the language press has an important role to
3 play in Canadian life. For New Canadians, the weekly
4 newspaper, published in their own language, becomes a
5 teacher, a counsellor, and a guide. The language press
6 assumes the responsibility of proper interpretation of
7 the Canadian Scene to receptive newcomers -- Canadian
8 society takes over from there.

9 Eighteen years ago the editors and publishers
10 of the language or more commonly referred to ethnic,
11 weeklies and periodicals in Winnipeg foregathered to
12 study ways and means of applying themselves in the most
13 effective way to the immediate task of contributing to
14 Canada's war effort, and to the less exacting but yet
15 important long-range task of helping to develop a citizen-
16 ship in Canada worthy of the human and material assets
17 of this northern free nation. As a result of their
18 deliberations the Canada Press Club came into existence.
19 Its main object is to help integrate what is of inherent
20 value in the various ethnic cultures, into the Canadian
21 Scene and in that way strive to enrich the Canadian pattern
22 of the democratic way.

23 The first President one of the prime movers of
24 the Canada Press Club has been Judge W.J. Lindal, who
25 is also the Editor of an Icelandic monthly. Charles E.
26 Dojack, Publisher and General Manager of National Pub-
27 lishers Limited, publishers of several language weeklies,
28 is the current President. Mr. M.V. Pearson of the Dahl
29 Publishers is Vice-President; Mr. John Syrnick, Editor of
30



Dojack

23

the "Ukrainian Voice", Secretary; and Mr. Leo Lezack of the "Jewish Post" is Treasurer.

Here in Canada, vast material resources and spiritual resources in qualities of mind drawn from a multitude of ethnic sources as well as from the two main stocks -- the British and the French -- have, as if by the hand of destiny, been drawn together and placed in a geographic setting, dangerous, yet challenging.

The Canada Press Club seeks to make a worthy contribution to the fulfillment of that destiny.

Newspaper Members of the Canada Press Club

"Der Nordwestern"	- German Weekly
"Canadian Farmer"	- Ukrainian Weekly
"Ukrainian Voice"	- Ukrainian Weekly
"Czas"	- Polish Weekly
"Mennonite Review"	- German Weekly
"Hungarian News"	- Hungarian Weekly
"Ukrainian News"	- Ukrainian Weekly
"Israelite Press"	- Yiddish Weekly
"Croatian Voice"	- Croatian Weekly
"New Pathway"	- Ukrainian Weekly
"The Jewish Post"	- Anglo-Jewish Weekly
"Logberg-Heimskringla"	- Icelandic Weekly
"Norrøna"	- Norwegian Weekly
"Canada Tidningen"	- Swedish Weekly
"Canadian Ranok"	- Ukrainian semi monthly
"The Progress"	- Ukrainian Weekly
"Denmarks-Posten"	- Danish monthly



1 "Icelandic Review" - Icelandic-Anglo-monthly

2 "The Herald" - Ukrainian monthly

3 Recommendations

4 In order to contribute to the further develop-
5 ment of a Canadian identity through a genuine Canadian
6 newspaper, in the language field; we, themembers of the
7 Canada Press Club of Winnipeg, would urge this Commission
8 to investigate and to stop page news mats being allowed
9 into Canada, which are edited and set in Europe or the
10 United States.

11 The use of such full page news mats do not
12 serve the interests of Canada, and they offer unfair
13 competition to the language newspapers which are completely
14 edited, set and published in Canada and which are
15 trying to serve the best interests of Canada.

16 Many organizations do show an interest in the
17 work of the ethnic press.

18 Such organizations are:

19 L. The Winnipeg Chamber of Commerce, who
20 offer a Press Award and a regular Canadian photo service,
21 each year to the ethnic paper which is printed in Manitoba
22 and which edits or presents, in news, the most out-
23 standing item on Canada during the year ending July 1st-
24 Dominion Day.

25 2. The "Canadian Scene". A group of devoted
26 news people and others located in Toronto, and who provide
27 a fine Canadian news service and Canadian photo mat
28 service for all the ethnic newspapers.

29

30



1 It would be most helpful and appreciated, if,
2 other Canadian groups would interest themselves in the
3 tremendous responsibility and challenge of the ethnic
4 press of Canada.

5 Local restrictions in Manitoba, Saskatchewan
6 and Alberta, are making it most difficult for language
7 papers printed in these provinces to keep up with and
8 to compete against language papers in other Canadian
9 provinces. These 'other' newspapers are not hampered
10 by these advertising restrictions and still enter our
11 provinces. We would suggest that the Commission recommend
12 a uniform liquor advertising code between all provinces
13 in Canada and that some of the provincial Government
14 heads be urged to review this problem.

15 Respectfully submitted

16 CANADA PRESS CLUB OF WINNIPEG

17 Charles E. Dojack, President

18 John H. Syrnick, Secretary.

19 THE CHAIRMAN: Thank you, sir.

20 COMMISSIONER BEAUBIEN: Mr. Dojack, you state
21 on Page 3 of your brief, in part: "...would urge this
22 Commission to investigate and to stop page news mats
23 being allowed into Canada, which are edited and set
24 in Europe or the United States." Would most of those
25 mats come from Europe or from the United States?

26 MR. DOJACK: The reference I make is strictly
27 to Europe.

28 COMMISSIONER BEAUBIEN: What would those mats
29 deal with, primarily, their editorial content?

30 MR. DOJACK: Can I speak to that after the



1 presentation of National Publishers? I think that
2 might answer the question, because I also make
3 reference to that problem in the presentation on
4 behalf of National Publishers.

5 COMMISSIONER JOHNSTON: Perhaps we can hear
6 from National Publishers.

7 THE CHAIRMAN: I think we will hear National
8 Publishers, inasmuch as they seem to tie in, and then
9 we can deal with the three. Who is here for National
10 Publishers?

11 MR. DOJACK: I am, Mr. Chairman.

12 THE CHAIRMAN: Very well, Mr. Dojack.

13 MR. DOJACK: Before I start the presentation
14 of the National Publishers, I would like to thank the
15 Chairman and the Members of the Commission for
16 inviting the language publishers, or shall I say the
17 ethnic publishers to make a presentation. Actually,
18 I do not suppose we come under the broad reference of
19 the P.C . 19601270. However, having been invited, we
20 certainly accept the idea of a submission. We like
21 the idea because the problems that our in our field
22 are probably far more challenging than even in the
23 English field, and I will elaborate on that in my
24 presentation.

25
26 SUBMISSION OF THE NATIONAL
27 PUBLISHERS LIMITED

28 Appearances; Mr. Dojack.
29
30



OUTLINE OF THE COMPANY

National Publishers Limited (hereinafter for convenience referred to as National Publishers') occupies a rather unique position in the language newspaper industry in Canada.

It is now and has been for some twenty-two years a privately owned Company. "Der Nordwesten" established in 1889 is today the oldest single language newspaper (other than English or French) printed in Canada and has served the German speaking people in Canada continuously for over 71 years. Originally, this German language weekly was owned by the Conservative party of Canada, then the Liberal party who in turn lost control to the Conservative party. It was in 1931 that the late Mr. Frank Dojacek again obtained control and maintained an independent policy, free of any political, religious, or national affiliations. Mr. Dojacek prior to this association with National Publishers founded the Polish weekly "Czas" - (which was sold by the Conservative party to a religious order in 1929) and also published Canada's oldest Ukrainian language weekly the "Canadian Farmer" established 1903. Mr. Dojacek brought these publications along with him when he took over "Der Nordwesten". Mr. Dojacek started publishing the Croatian weekly the "Hrvatski Glas" or "Croatian Voice" in 1929.

In 1945 when Mr. Dojacek suffered a stroke, his son Charles E. Dojack, who had just returned from Overseas duty assumed the responsibilities of Publisher and thus became the first Canadian-born Publisher of language



1 newspapers in Canada.

2 The late Mr. Frank Dojacek although born in
3 Czechoslovakia, directed his energies to the Ukrainian,
4 German, Polish and Slovak people with sincere devotion,
5 and through his various language books and his newspapers
6 won the lasting friendship and respect of the people he
7 spoke for as well as his fellow Canadians; although he
8 was not born of any of these National groups. This
9 devotion to these national groups has been maintained and
10 continued on a similar basis by his son and the present
11 publisher, Charles E. Dojack. These publications today
12 maintain this independence of any political party,
13 religious or national group.

14 We believe we can claim to have retained good
15 relations and recognition from all the language groups
16 which we represent as well as from all Canadian leaders
17 in Government and business; and that each of our language
18 weeklies enjoys the most extensive readership in their
19 respective fields.

20 This submission by National Publishers covers
21 problems encountered in three phases of printing, namely
22 the printing of 1. language books, etc. 2. language week-
23 lies, and 3. advertising in these weeklies.

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ANGUS, STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

(DoJaack)

- 29 -

1
2 National Publishers have in the last fifty
3 years printed and published better than 100 books in
4 other than the French or English languages. The
5 language books in most cases are of an educational
6 nature covering such subjects as farming, cooking,
7 school grammars and readers, letter-writing, dictionaries,
8 as well as historical and folklore novels. These
9 have been distributed and sold in Canada, the United
10 States, Europe and generally throughout the world
11 with considerable success. In many cases there have
12 been third, fourth and fifth editions of some of
13 these language books.

14 After purchasing these books from the
15 authorities, I should say the authors, after
16 obtaining the copyright, printing and distributing same;
17 it is most concerning to us to find the individuals
18 and printers in the United States, with complete
19 disregard for our registered copyright, will
20 photograph and reproduce these books (including
21 our errors) and sell them in competition to us at
22 much lower prices. All legal efforts by National
23 Publishers to take action against these copyright
24 violations are without success.

25 It is urged that this Commission
26 recommend to the United States government that just
27 as Canadian publishers respect America copyright
28 laws, so the United States publishers should respect
29 Canadian copyright authorization.
30



ANGUS, STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

(Dojack)

- 30 -

1
2 The Canadian government, Canadian business
3 and industry have accepted the need for our papers.
4 They advertise in our papers and do provide us with
5 important Canadian Press releases, mats services,
6 etc. However, a new threat to the continuance
7 of language papers has appeared on the Canadian language
8 newspaper scene and little is being done to control or
9 discourage these challenging outside influences.

10 We feel that if any language publications
11 are printed and distributed in Canada, if they
12 solicit and include Canadian advertising and if they
13 claim to be Canadian publications then such newspapers
14 or publications should be edited, typeset, printed
15 and mailed in Canada. That they should be urged to carry
16 Canadian editorials or news items and that they
17 should conform to the laws of the province in which
18 they are published.

19 We refer to the editing and setting of full
20 page news mats which are prepared in Europe, which do
21 not contain a single Canadian news article on
22 material but which are used in Canadian publications.
23 One such Canadian language weekly is complete printed
24 from page mats from Europe. This particular
25 Canadian language weekly is not even edited in
26 Canada and seldom contains a single Canadian
27 news item; however, it is sold to advertisers as a
28 Canadian language weekly.

29 The use of news page mats edited outside
30



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2 of Canada and which do not contain any Canadian news
3 should be stopped, particularly if they are to
4 be used in Canadian editions without being re-edited
5 or re-set. Such outside competition is unfair to
6 competing newspapers and takes away from the
7 development of a Canadian identity through a genuine
8 Canadian language newspaper.

9 The work of the "Canadian Scene" a group
10 of devoted Canadians, going all out to provide a
11 Canadian mat and news service to all Canadian
12 ethnic newspapers at no cost to these newspapers,
13 has been most helpful. We, at National Publishers,
14 would suggest that this Commission commend the
15 "Canadian Scene" for their fine work on behalf of
16 Canada. We would also urge government assistance
17 to the "Canadian Scene" in the preparation, etc.,
18 of their releases.

19 Recently, the Winnipeg Chamber of
20 Commerce made available a plaque to that ethnic
21 newspaper, printed in Manitoba, which published the
22 most outstanding editorial or news story on a
23 Canadian theme during the year. Such recognition
24 should be offered by other interested groups across
25 Canada if only to encourage these ethnic weeklies
26 to do more for Canada. We are proud to add that the
27 first winner of the Press Award was our German
28 language weekly "Der Nordwesten". We would suggest
29 that the Commission recognize this effort of the
30



1
2 Winnipeg Chamber of Commerce.

3 As long as immigration into Canada is
4 encouraged the work of our newspapers must continue.
5 The challenges which meet our language newspapers
6 are virtually unending. Most of the departments of
7 government both federally and provincially realize the
8 need for our newspapers and do supply us with news
9 releases and some advertising. In many instances,
10 however, certain government heads resist our
11 efforts and refuse to send us their press releases
12 and what advertising they could send to us.

13 Such resistance from the very people we
14 are trying to help is most discouraging and is making
15 it difficult for the continuance of our language
16 newspapers.

17 We would urge this Commission to recommend
18 that all governmental departments both federally
19 and provincially, recognize our newspapers and
20 offer what assistance they can to help us to help
21 them in informing the new Canadians and older
22 European citizens here in Canada.

23 Most provinces in Canada enjoy certain
24 advertising privileges which are not permitted
25 in Manitoba. These advertising restrictions
26 are causing unfair competition to our language
27 newspaper; as other language newspapers printed
28 outside of Manitoba and which come into Manitoba
29 are not restricted by these Manitoba laws.
30



1
2 We would urge this Commission to recommend
3 a uniform advertising code for liquor advertising
4 between each province across Canada.

5 We appreciate this opportunity to express
6 our views in this inquiry and will be glad to
7 elaborate verbally as and when hearings are held.

8 THE CHAIRMAN: Thank you, sir.

9 COMMISSIONER JONSTON: I have one or two
10 questions, brief questions, I hope.

11 This pre edited material you get, or some
12 papers get from Europe, is it propoganda?

13 MR. DOJACK: No, they are very good
14 publications. I have one here. It is called The
15 Zeit. This is not publicly known, but it is
16 understood, this paper, in its efforts outside of
17 Germany is supported by the Federal Republic of
18 Germany. It is a sixteen page paper. The
19 compete paper is edited and set in Germany and page
20 mats are flown to Canada and picked up here in
21 Winnipeg at a cost of one half cent an inch. It
22 costs our local printer here \$2.00 a page or less.
23 The format is a little different than Canadian
24 papers. I would say it costs us anywhere from
25 \$50.00 to \$60.00 a page to set that page.

26 COMMISSIONER JOHNSTON: You say "set"?

27 MR. DOJACK: To edit and set, the costs
28 are about \$100.00 a page.

29 COMMISSIONER JOHNSTON: I would like to
30



1
2 get it in the record what "set" is?

3 MR. DOJACK: Type setting the material,
4 the lino type operator sitting down and banging
5 out the material.

6 The staff on that is large. We maintain
7 in Winnipeg five Winnipeg editors. We maintain an
8 editorial office in Vancouver, in Edmonton, at the
9 Lakehead, in Toronto, in Hamilton, in London, in
10 Kitchener, and in Montreal. This is our
11 editorial staff for one German weekly paper. This
12 publisher maintains no editorials on Canada
13 whatsoever. There is not one article in this
14 paper on Canada, not one item on Canada. It is
15 called a Canadian edition.

16 I have enjoyed the remarks made by some
17 of the publishers concerning Time magazine which
18 publishes three or four pages on Canada and calls itself
19 a Canadian edition, and the challenges made to it.
20 Here is a publication that calls itself a Canadian
21 edition without one line of Canadian material in it.

22 COMMISSIONER JOHNSTON: Do you think the
23 Canadian edition could be edited from New York?

24 MR. DOJACK: No, from Frankfurt.

25 COMMISSIONER JOHNSTON: Do you think the
26 disappearance of the Canadian periodical publications
27 would retard the free flow of Canadian ideas by
28 and for Canadians?

29 MR. DOJACK: No, I don't think it is stopping
30



1
2 the development of Canadian ideas at all. I
3 think....

4 COMMISSIONER JOHNSTON: I don't think you
5 have got my question. I didn't phrase it properly.
6 What I would like to know is whether, if Canadian
7 periodicals disappeared, would it retard the flow of
8 ideas among Canadians?

9 MR. DOJACK: You are speaking of European
10 ideas?

11 COMMISSIONER JOHNSTON: No, Canadian ideas.

12 MR. DOJACK: Your reference there is if
13 there were no language papers in Canada, would it
14 retard the flow of Canadian ideas among these people -
15 very definitely, very definitely. Our paper is
16 primarily an educational paper. We carry main
17 features on Canadian themes, explaining the
18 Canadian banking system, and explaining the various
19 phases of government laws, such as Unemployment
20 Insurance Commission problems. We are frequently
21 encouraged to publish certain articles on the
22 violations of laws of Canada. You understand
23 the majority of new Canadians coming to this
24 country at the present understand the English
25 language and speak the English language far better
26 than immigrants following the 1918 period. However, their
27 knowledge of reading and writing is very definitely limited
28 and it is a period of two or three years before
29 these people can read and understand the significance
30



ANGUS, STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

10 037

(Dojack)

- 36 -

1
2 of what is being told to them in the Canadian press.
3 That is very true, and I think it has been proven.

4 In reference to this particular publication
5 I would like to point out - this happens to be the
6 current issue. This paper includes in it also
7 a magazine section. It is completely printed and
8 edited in Germany and mailed off in bulk. It comes
9 in duty free.

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Dojack

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TORONTO, ONTARIO

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1 This publication itself is distributed from
2 Winnipeg. On the front page it is has a liquor product
3 advertisement, which is contrary to the Manitoba
4 law. On Page 3 it has another liquor ad which is
5 contrary to the Manitoba liquor law. These publications
6 go on without restriction.

7 THE CHAIRMAN: Are these mats flown in?

8 MR. DOJACK: They are flown in and cleared by
9 the Customs Express.

10 THE CHAIRMAN: What circulation does that have?

11 MR. DOJACK: It claims, according to Canadian
12 Advertising to have a total distribution of 5,000.

13 THE CHAIRMAN: In Canada or in Manitoba?

14 MR. DOJACK: In Canada. That may not sound
15 very significant when you refer to dailies but it is
16 significant when you refer to the weekly editions.

17 THE CHAIRMAN: I am surprised at the size of
18 it.

19 COMMISSIONER JOHNSTON: Do they sell adver-
20 tising?

21 MR. DOJACK: Yes.

22 COMMISSIONER JOHNSTON: In Canada?

23 MR. DOJACK: They have a Canadian advertising
24 manager. In the reference here (in Canadian Advertising)
25 they even claim a Canadian editor.

26 COMMISSIONER JOHNSTON: How do they get Canadian
27 advertising into the paper printed in Germany?

28 MR. DOJACK: They get these mats. I refer to
29 one page here; here is a page mat that is simply cut at
30



1 the bottom and some German advertisers are taken off.
2 There you have an SAS ad all in English. That even
3 has a Winnipeg address here and a Toronto and a
4 Montreal address. There is a KLM ad - and there are
5 others - definitely solicited in Canada. These
6 affect the allocation of advertising directed to
7 other language papers printed in Canada.

8 I would also like to point out an ad that
9 did appear in the Zeit which is not in the best Can-
10 adian interest and, speaking for several German people,
11 it was rather disturbing:

12 "These armed services of Germany are
13 recruiting men to become officers both on April 1st
14 and October 1st each year.

15 To be an applicant for a professional
16 officer the maximum age is 28. Air Force personnel
17 must be older than 25 years.

18 All officer applicants must have a Grade 12
19 school standing.

20 Send this coupon to the Department of National
21 Defence, 27 Ermekeilstrasse, Bonn, Germany."

22 This appeared in the Canadian edition. We are not even
23 privileged to carry Department of Defence ads for our
24 own government.

25 THE CHAIRMAN: You mentioned on Page 4 that
26 certain government heads refused to send their press
27 releases and what advertising they could send. Do you
28 mean they send advertising to other newspapers, let us
29 say, in this City that you do not receive?
30



1 MR. DOJACK: Yes, very definitely. I make a
2 reference to a Highway Safety Campaign that has been
3 conducted in the Province of Manitoba ---

4 THE CHAIRMAN: This is a provincial matter;
5 I am speaking of Ottawa.

6 MR. DOJACK: It happens to be, but it can
7 be expanded. We carry a number of articles interpreting
8 safety laws, travel laws. As a matter of fact the
9 Chief of Police of Winnipeg will be the source of our
10 information and he has allowed his name to stand on
11 the articles.

12 THE CHAIRMAN: This is completely outside our
13 terms of reference. I am asking you if any Federal
14 Government agencies ---

15 MR. DOJACK: Yes, I can refer to the Department
16 of National Defence advertising and their promotion.
17 We have made approaches to the Department of National
18 Defence and said that we feel that a choice of Ukrainian
19 origin and German and other Slavic origins are as good
20 Canadian soldiers or Air Force personnel as myself or
21 any other Canadian. They have agreed. They feel that
22 probably that is true but they are always hindered with
23 the language problem. Our contention is that the
24 parents have a great influence upon whether or not the
25 boys join the service, particularly in European homes.
26 For that reason publicity should be directed to these
27 language papers encouraging their participation in this
28 Canadian identity.

29 THE CHAIRMAN: What would be the total cir-
30



1 culation of the ethnic press in Canada, roughly?

2 MR. DOJACK: Two and a half million.

3 COMMISSIONER JOHNSTON: That is more than
4 the Ottawa Journal!

5 THE CHAIRMAN: This is clear across Canada,
6 as they say in the ads?

7 MR. DOJACK: Across Canada.

8 THE CHAIRMAN: How many papers?

9 MR. DOJACK: One hundred and four publications.

10 COMMISSIONER JOHNSTON: I want to clarify. How
11 do you solicit the advertising? Do you do it to an
12 advertising agency or to a Government official?

13 MR. DOJACK: The various papers have various
14 methods of soliciting this advertising. I will start
15 from the bottom. I referred to some local publications
16 which do not have so much as an advertising manager or
17 representative. In some cases the editor himself has
18 the responsibility of requesting advertising. The problem
19 is a difficult one. They cannot afford an advertising
20 manager or a solicitor. In some instances they have
21 joined forces with papers in other parts of Canada to
22 associate themselves with an advertising representative,
23 such as the New Canadian Press in Toronto.

24 THE CHAIRMAN: Yes, we know all about that.

25 MR. DOJACK: In this particular instance they
26 are obliged to pay, besides the fifteen and the two
27 per cent agency commission, a twenty per cent commission
28 to the solicitor. This is a very costly matter to them.
29 We feel a ten per cent commission would be far better.

30



1 However, that is the way some publications do it.
2 Others have their own personal representatives in
3 Toronto. We ourselves have an advertising manager
4 who makes trips across Canada on two or three different
5 occasions and solicits advertising from agencies. But,
6 more primarily directly to the advertiser.

7 THE CHAIRMAN: Thank you very much.

8 MR. DOJACK: I would like to point out one
9 other item which is taking place concerning these mats
10 that are coming in.

11 THE CHAIRMAN: We are trying to get through
12 a very heavy schedule --

13 MR. DOJACK: This reference is to publications
14 that are taking these mats and including them. There
15 again is another violation of the liquor law right
16 in a Manitoba paper. Here again is a sports edition.
17 Another problem---

18 THE CHAIRMAN: If you please, we are very rushed
19 and we have four more submissions coming.

20 MR. DOJACK: That is fine, but I think I have
21 impressed upon you the importance of the problem.

22 THE CHAIRMAN: We were very happy to ask
23 you here and now we are very glad you came. What you
24 have said to us will get our close attention. Thank
25 you very much.

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1 SUBMISSION OF MR. HARRY WANNACOTT

2 MR. WANNACOTT: My name is Harry Wannacott and
3 my company are Canadian Circulation Consultants in
4 Winnipeg.

5 Mr. Chairman, if you feel it is in order
6 for me to read the letter addressed to you I will
7 be very happy to do so.

8 THE CHAIRMAN: Yes.

9 MR. WANNACOTT: I am going to read a letter
10 addressed to Mr. O'Leary dated November 17, 1960.

11 'Dear Sir:

12 I have been following with interest the
13 various briefs being presented to the Royal Commission
14 of which you are Chairman. I wish to comment on the
15 brief presented on November 16 by Mr. Floyd Chalmers
16 of McLean Hunter Publishing Company, which is reported
17 by the Winnipeg Tribune.

18 Our organization have represented American
19 business publications in Canada as field circulation
20 representatives for the past fifteen years. We par-
21 ticularly wish to comment upon and question Mr.
22 Chalmers' contention that the means of survival of
23 Canadian trade and technical publications are being
24 seriously threatened by the inroad of American trade
25 journals.

26 In rebuttal to Mr. Chalmers' statements we would
27 like to bring to the attention of your investigating
28 committee the following pertinent facts that we feel
29 have not as yet been presented.
30



1 Mr. Chalmers failed to point out that
2 ninety percent of the American business publications
3 entering Canada are members of the Audit Bureau Cir-
4 culation. This means that the recipients of these pub-
5 lications are all paid subscribers. Mr. Chalmers would
6 have you believe that American trade publishers are
7 flooding the Canadian markets on free or control cir-
8 culation. This is definitely not the case."

9 THE CHAIRMAN: Excuse me. How long is this?
10 This is really rebuttal and we have set a date for re-
11 buttal, as you know.

12 MR. WANNACOTT: I was not aware of that.

13 THE CHAIRMAN: Is there much more?

14 MR. WANNACOTT: No, it will take me perhaps
15 five minutes.

16 "Any subscriber to an American trade, technical
17 or professional publication purchases same and pays
18 his annual subscription fees obviously for value
19 received.

20 With reference to American trade journals being
21 desirous of publishing special Canadian editions, this
22 (to say the least) is a very remote possibility. The
23 potential advertising revenue that could be derived
24 from any specialized trade or technical publication would
25 not warrant the cost involved in establishing a Canadian
26 edition. I have discussed this point many times with
27 prominent American publishers, and they are not even
28 remotely interested.

29 With reference to a Canadian advertiser buying
30



1 advertising space in an American publication, this
2 is economically out of the question. The only
3 Canadian advertiser who could possibly benefit from
4 such space would be a Canadian firm who sells its
5 products internationally. The Canadian firm selling
6 its products only in Canada would be paying for ad-
7 vertising space based on the total circulation of the
8 particular trade publication.

9 As an example, let us say that a particular
10 trade publication has a total circulation of 50,000.
11 To quote a very liberal figure, not more than 2,000
12 of these would be Canadian circulation. Therefore the
13 supposed Canadian advertiser would be paying for
14 advertising based on 48,000 circulation, which would
15 be of absolutely no value to his firm whatsoever. I
16 suggest that this would be a very costly type of ad-
17 vertising for any Canadian firm to undertake.

18 I am wondering if you are aware of the fact
19 that the total paid circulation of all Canadian trade
20 and technical publications does not exceed twenty per
21 cent of their total distribution. Ninety-nine per cent
22 of Canadian trade and technical publications are members
23 of the Canadian Circulation Audit Board. Their pub-
24 lications are mailed on a free distribution basis and,
25 while some attempt is made to have the recipients pay for
26 same, the publications are still mailed regardless of
27 whether they are paid for or not.

28 I bring this point up in rebuttal to any brief
29 claiming that American publications are having an adverse
30



1 effect on circulation of Canadian trade journals.

2 As previously stated, with a few exceptions
3 all American trade and business publications entering
4 Canada are on a paid basis. As members of the Audit
5 Bureau of Circulation, payment must be received by the
6 publisher before a subscription is processed.

7 May I respectfully suggest that if any re-
8 strictions are contemplated on American trade,
9 technical and professional publications that your findings
10 should be directed to the very small minority of pub-
11 lications entering Canada on a free or control basis.

12 As this probe was instigated primarily by
13 publishers of Canadian publications in an effort to
14 eliminate Canadian editions of mass circulation pub-
15 lications such as Readers' Digest, Time, True and Argosy,
16 I challenge why Canadian publishers should endeavour
17 to capitalize on a situation that is not specifically
18 linked with the present probe.

19 As my association with the business press ,
20 both in Canada and the United States, covers a period
21 of more than twenty-eight years I feel I have some
22 qualifications to comment on a situation I feel has
23 not been adequately represented on behalf of the American
24 publishers."

25 I think that just about covers everything.

26 THE CHAIRMAN: What exactly are Canadian Cir-
27 culation Consultants?

28 MR. WANNACOTT: We are field selling circulation
29 representatives of trade and technical publications.

30



ANGUS, STONEHOUSE & CO. LTD. Wannacott
TORONTO, ONTARIO

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1 Our men are in the field calling on business and
2 industry, selling subscriptions to trade, technical
3 and professional publications.

4 THE CHAIRMAN: Canadian and American?

5 MR. WANNACOTT: We handle at the present
6 five Canadian trade publications. The bulk of our
7 circulation activities are confined to American trade
8 journals.

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SUBMISSION BY THE PUBLIC PRESS
LIMITED

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Appearances: R. C. Brown, Managing Director.

THE CHAIRMAN: Would you identify yourself for the record?

MR. BROWN: Yes, Mr. Chairman. I am Managing Director of the Public Press and Publisher of its two publications, The Country Guide and Canadian Cattlemen.

Realizing that you are under pressure for time, sir, I will try to speed it up as much as I can and, therefore, I would ask you, would it be preferable to you that I make certain oral insertions at the time of reading the brief, or would you prefer them afterwards?

THE CHAIRMAN: So long as they are not oral additions.

MR. BROWN: They will be brief.

At this time, I would like to say that there is a very important correction to be made in paragraph 24. I have here in this envelope typed slips which may be inserted. The Commission received this brief well in advance and on re-reading, I discovered a sad error.

Mr. Chairman, may I perhaps go a little further in qualifying myself as a witness. As I have already told you, I represent the Public Press Limited, as Vice-President and Managing Director of the company and Publisher of its two publications. I am also a past-president of the Agricultural Press Association of



1 Canada and, more recently, past-president of the
2 Periodical Press Association, of which I am still
3 a director.

4 I trust that your Commission has had access
5 to all of the written submissions on the subject of
6 other foreign competition in the periodical publishing industry
7 made to the Government of Canada in recent years. If so,
8 you will be aware that the first presentation to the
9 present government was made to The Honourable Mr.
10 Fleming in November, 1957, over my name, as the then
11 President of the Periodical Press Association. At that
12 time, I verbally stated to the Minister that the problem
13 of foreign competition was not just the concern of
14 one or more of our publishing companies, but actually
15 all the potential members, the whole membership of
16 the Periodical Press Association, on whose behalf I
17 was then acting. It is my opinion that whether they
18 realized it or not, all printed media in Canada
19 have cause for concern over this competition. It
20 is evident that Canadian electronic media of commun-
21 ication will be similarly confronted with foreign
22 competition on the airwaves. A television station
23 has recently been opened at Pembina in North Dakota,
24 It seems obvious that it was not placed almost on the
25 International Border to serve only the viewers of the
26 United States. In all probability, it will solicit
27 Canadian advertising.

28 May I say, sir, that every advertising dollar
29 it is able to secure is just that much less for all
30



1 Canadian media. I shall now turn to the text.

2 No adequate study of the Canadian periodical
3 publishing industry can avoid examination of the
4 geographic, economic and cultural proximity of the
5 United States. Business acumen has long been a notable
6 characteristic of our Southern neighbours. Not until
7 the twentieth century, however, has the Canadian market
8 been particularly attractive to American publishers. In
9 the period between the two great wars, Canadians were
10 inclined to criticize the political isolationism of the
11 U.S. Since the end of the last war, however, we have
12 seen the pendulum swing to the other extreme. We have
13 witnessed not only the drive for increased economic
14 advantage in the publishing field but along with it the
15 political drive to sell to all the world the "American
16 Way of Life", both cultural and commercial.

17 Thoughtful Canadians, though finding much to
18 admire in their fellow North Americans, are justifiably
19 disturbed lest Canada lose, by this encroachment, all
20 freedom of self determination.

21 The broad case for that distinctive group of
22 printed media, commonly known as "periodicals", has
23 been ably presented to your Commission by the Periodical
24 Press Association of which The Country Guide is a member
25 through the Agricultural Press Association. In this
26 presentation any undue repetition will be avoided.
27 Agricultural papers do, however, have distinctive features
28 and somewhat differing problems.

29

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ANGUS, STONEHOUSE & CO. LTD.
TORONTO, ONTARIO

Brown

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2 The farm press, in part, and in its own field,
3 combines the function of the general magazines and the
4 trade journals or business newspapers. A good farm paper
5 should seek to promote the economic, social and cultural
6 welfare of those who live on the land. We believe that
7 the Canadian farm press can be justly proud of its
8 contribution toward the attainment of these objectives.

9 The earliest of all periodicals in Canada (as
10 distinct from newspapers) was a farm paper. Several
11 such papers were established in the latter decades of the
12 nineteenth century. However, the principal growth of
13 new publications in the farm field occurred in the first
14 third of the twentieth century. This is particularly
15 true of Western publications which basically grew out of
16 the pioneer and expansion era in prairie agriculture.

17 The Country Guide, established in 1908 as The
18 Grain Growers Guide, began publication in the midst of
19 the great migration to the Western prairies. It has a
20 unique history, being the first major Canadian farm pub-
21 lication established and continuously owned by the members
22 of a farmers' co-operative company. These members, now
23 exceeding 50,000, have always had a keen interest and
24 pride in the development of their own publication.
25 They look to it to deal authoritatively with those
26 matters affecting the political, economic and social
27 welfare of Canadian agriculture.

28 Each year delegates to the annual meeting of
29 the parent company, United Grain Growers Limited, receive
30



1 reports on the operations of the Public Press Limited
2 through which the printing and publishing operations are
3 conducted.

4 May I briefly interject a word about our
5 publishing motive. It has never been the purpose of
6 our company to publish for profit primarily. We are
7 a service organization and we have sought through the
8 years to publish in the interests of agriculture, hoping,
9 of course, to be able to do so on an economically sound
10 basis. Indeed, I may say that some of the costs of the
11 publishing enterprise, including my own salary, are
12 borne by the parent company. We have, throughout
13 more than fifty years followed that publishing motive.

14 Throughout half its lifetime, The Country
15 Guide grew alongside a similar, though privately owned
16 publication, The Nor'-West Farmer. The time came when
17 both publishers realized that it was unnecessary to have
18 two such similar publications in the same field of cir-
19 culation. Consolidation seemed logical. And so in June
20 1936, The Country Guide bought out the Nor'-West Farmer.
21 Earlier, the Nor'-West Farmer had purchased and con-
22 solidated with Farm and Home, a British Columbia rural
23 magazine published in Vancouver. The Nor-West Farmer
24 had also purchased another well established Winnipeg
25 publication, Canadian Thresherman & Farmer.

26 When, in 1955, The Curtis Publishing Co. of
27 Philadelphia sold the U.S. circulation of Better Farming
28 (formerly Country Gentleman) to Farm Journal, The Country
29 Guide bought the Canadian list and thus repatriated
30 approximately 87,000 Canadian subscribers. More than



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TORONTO, ONTARIO

Brown

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1
2 half of these were in Ontario and the Maritime
3 Provinces. Thus our magazine became national in scope
4 and editorial coverage was adjusted accordingly. Its
5 circulation now exceeds 325,000 monthly.

6 Economic conditions in the farm paper industry
7 dictated all of these consolidations, Others had
8 already occurred and more were in prospect.

9 For a period of years, up to the early 20's,
10 Farmer's Advocate had published a Western edition in
11 Winnipeg. The same conditions which brought about the
12 above noted consolidations caused it to cease its
13 Western operation and revert to its pioneer field in
14 Eastern Canada. In 1951, an Ontario general farm magazine,
15 Canadian Countryman, was purchased by and consolidated
16 with Farmer's Advocate. In 1958, Farmer's Magazine,
17 circulating principally in Eastern Canada, was also
18 purchased and consolidated with Farmer's Advocate.

19 Here again, not just a desire for "bigness"
20 but economic necessity brought about consolidation.
21 Numerous other cases could be cited. Like every other
22 business the publishing industry must grow or die.
23 Canadian publishers fully recognize and expect compe-
24 tition among themselves and with other Canadian media
25 for Canadian advertising dollars. However, competition
26 with foreign media in the Canadian market is not on an
27 even basis. It would seem psychologically and
28 economically impossible for Canadian publications to
29 invade the U.S. market as their American counterparts
30



1
2 have done in Canada. Unit costs of production have
3 continued to rise disproportionately to available
4 income. These hard facts have brought about the many
5 consolidations of both farm and general magazines to which
6 reference has been made. In part, this course of events
7 has been beneficial, but no sane person would wish it to
8 proceed to the ultimate extreme.

9
10 PROBLEMS & RESPONSIBILITIES OF THE FARM PRESS

11 Editorial

12 "Canadian" editions of American farm papers
13 have not yet made an appearance on our market. To be
14 fully competitive in editorial coverage of the Canadian
15 farm market, general or "horizontal", U.S. farm papers
16 would require to deal with widely differing soil and
17 climatic conditions north of the border. Especially in
18 Western Canada, crops and growing conditions tend to be
19 unlike those in the U.S. except in the immediately
20 adjacent Spring wheat areas of Minnesota, the Dakotas
21 and Montana. Thus the extra editorial cost of servicing
22 a farm paper "Canadian edition" would be proportionately
23 greater than in the case of consumer magazines.

24 At this point, if I may, I would like to just
25 make a reference to the editorial costs. In the period
26 from 1949 to 1959, our own editorial costs have
27 increased by 96.1 per cent per page of editorial matter.
28 So, when one speaks of editorial costs, they are a
29 most significant economic factor.
30



1 In the field of specialized or "vertical" papers
2 editorial competition presents a more serious threat
3 to Canadian publishers. Soil, climate and crop variation
4 are again a limiting factor. However, with the modern
5 trend toward closely confined poultry and hog production
6 the techniques tend to be similar though the available
7 feeds may differ. Similarly, feed lot operations for
8 the finishing of beef cattle will probably develop on
9 somewhat common lines on both sides of the border. Some
10 U. S. livestock journals provide a livestock listing and
11 sales promotion service through travelling representatives
12 which Canadian publishers cannot, so far, afford.

13 The foregoing are reasons for concern on our
14 part in respect to our own specialty magazine, Canadian
15 Cattlemen, which is devoted primarily to the beef cattle
16 industry and now has a circulation of 23,000.

17 While Canada and the U. S. are, in a measure,
18 complimentary to one another in agricultural prod-
19 uction, there are, however, large areas of both constant
20 and recurring competition. This is an era of rapid mass
21 communication through many media. The impact of U. S.
22 policy on Canadian through is growing. In the field of
23 farm policy, American decisions are increasingly
24 significant to Canadians. More particularly is this true
25 when surplus disposal programs in the United States are
26 being influenced by political decisions of the Department
27 of State at Washington. Canada needs a strong farm press
28 to appraise, comment on, and when necessary, challenge
29 these decisions in relation to the welfare of Canadian
30 agriculture. Authoritative farm journals must be edited in



1 Canada for Canadians.

2 A technological revolution is taking place in
3 Canadian agriculture. As one of the tools of the farmers'
4 trade, a good farm press has no adequate substitute. If
5 agriculture is to avoid a peasant status there must be far
6 reaching economic and social adjustments in the farm
7 community. A friendly and an understanding farm press
8 can be most significant in these processes.

9 The cultural welfare of the farm home may, in
10 no small measure, rest in the hands of sympathetic farm
11 editors.

12 May I again interject. There may be an
13 impression abroad that the farm press is only a tool
14 of the trade. Perhaps a brief reference to some of the
15 nationally known figures who have contributed to the
16 pages of our own book in the past would disabuse any
17 such thought that there might be. For example, the first
18 novel of Wilfred Egglestone was serialized in the
19 Country Guide. Carey Wood has for many long years been
20 a contributor. Arch Dale, that master cartoonist, was a
21 staff member, and at the present moment Clarence
22 Tillenius, the internationally known wild-life artist
23 is still a contributor and, incidentally, he has entered
24 into the world of illustrating through the pages of
25 the Country Guide. So, we believe that we have made a
26 contribution, culturally as well as economic, in the
27 farm field.
28
29
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1 Because of the specialized nature of its
2 editorial content and the major part of the advertising
3 available to it, the farm press of Canada must maintain
4 a preponderance of actual farm people on its list of
5 subscribers. As in the case of the general magazines,
6 the maintenance of a "healthy" list of subscribers is
7 a constant and costly process. Few, indeed, are the
8 publications which are able to secure any net revenue
9 over subscription procurement costs.

10 Briefly interjecting, our own procurement costs
11 have written so rapidly that, while, ten years ago
12 we were able to show a very modest profit over
13 procurement costs, today we, in the last fiscal year,
14 showed a loss of \$43,000.00 in procurements costs. This
15 has nothing to do with fulfillment costs at all. This
16 is the picture of increasing costs.

17 "Overflow circulation" of American farm papers
18 has not, as yet, been a major problem with the Canadian
19 farm press. The same factors which tend to limit editorial
20 competition also influence the circulation pattern though
21 probably in a lesser degree. Though perhaps wary of the
22 value of American editorial matter under Canadian con-
23 ditions, farmers in this country do subscribe to U.S.
24 farm journals.

25 Approximately 120 different U.S. farm periodicals
26 circulate in Canada. Of these only ten appear to have a
27 distribution in excess of 1,000 copies per issue.
28 About half of the 120 publications are A.B.C. audited and
29
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1 the following abridged table shows the recent
2 circulation pattern of this group.

3 Our immediate concern is not, however, with
4 the directly competitive circulation of like pub-
5 lications. What our subscription salesmen do report is
6 increased buyer resistance due to previous substantial
7 purchases of a variety of publications, singly or in
8 combination, for extensive periods and involving a
9 considerable dollar outlay. It is obvious that foreign
10 periodicals represent a major share of such sales.

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(Brown)

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Below you will find a table taken from

A.B.C. Audit Reports. I would like to call to your attention one particular thing. In the December, 1955 report the year after we had taken over the Canadian circulation of the Country Gentlemen, we found within a year, Successful Farming which at that time had only 1700 circulation increased, within a year, to 10,775 and three years later was up to 22,033. It would appear once we had taken out of the Canadian market the big block of Country Gentlemen circulation, this particular American magazine circulation was able to make a definite move into the field. Its circulation as indicated for the last year was 18,000. It has dropped back.

	<u>*Dec. 1955</u>	<u>June 1960</u>
American Vegetable Grower	193	860
Breeders Gazette	185	745
Farm Quarterly	5,764	12,535
*Farm Journal & Country Gentlemen	4,254	1,881
Hoards Dairyman	940	1,690
National Livestock Producer	3,238	2,139
Poultry Tribune	662	3,594
x Pacific Poultryman		
x Regional edition of Poultry Tribune		908
Successful farming	1,743	18,573



1
2 * After purchase of The Country Guide, of all
3 Canadian circulation of (Country Gentlemen) Better
4 Farming.

5 Note: At the time of the above purchase the
6 Canadian circulation of Better Farming was approximately
7 85 per cent of the total A.B.C. American farm paper
8 circulation in Canada.

9 Advertising

10 The farm press of Canada cannot point
11 directly to large sums of Canadian advertising dollars
12 being **diverted** to their American counterparts.
13 However, the total dollars spent for advertising in
14 the farm press is small in comparison with other
15 media.

16 Here I would call your attention to the
17 revision of the first sentence in the next paragraph.

18 In the calendar year, 1959, the dollar
19 value of all advertising carried in Canadian print
20 media was \$96,669,205. Of this amount the
21 farm press received \$6,627,036.00 or only 6.86
22 per cent of the total. In the first eight months of
23 1960 farm papers received only 6.81 per cent of the
24 total.

25 At this point I would like to place
26 in the hands of the Commission two tables which
27 you can study at your leisure. These tables
28 are photostated from pages of Marketing. The half
29 page table confirms the figures just quoted. I
30



1
2 would like to call your attention to the other table,
3 which is much more significant. This is a table
4 from October 9th, Marketing, 1959 which covers a
5 much broader field of circulation. Briefly it
6 shows up this particular fact: while the printed
7 media of Canada, generally speaking, are taking a
8 lesser and lesser share of the total advertising
9 dollars spent in Canada practically all media
10 except the farming press show a steady growth in
11 total dollar volume. The farm press on the other
12 hand, and one must interpret this as being related
13 to the fluctuating picture of the farm economy,
14 the farm press shows a fluctuating dollar volume.
15 It shows a decline in the ten year period from
16 1950 to the present time from 4.2 per cent of
17 advertising dollars down to 2.4 per cent. This
18 is the most serious decline in advertising shown in
19 any of the groups. With this comment I would like
20 to place this exhibit with you for your study.
21 There may not be enough, but if you wish more,
22 they can be produced.

23 Some classes of consumer and household
24 goods goods are not extensively advertised in the
25 farm press, notably, apparel, confectionery and
26 soft drinks, food and food products, home
27 furnishings, jewelry and silverware, sporting goods
28 and toys, and travel and hotels. This narrowing
29 of the base for advertising revenue is a matter of
30



1
2 deep concern to the farm press. This is shown in
3 one of the tables.

4 The Commission is no doubt familiar with
5 the term "milline". Briefly, it is the cost of
6 one agate line of advertising expressed in terms of
7 a million circulation.

8
9 The milline is the unit of
10 service which the publisher sells to his
11 advertising customers. All things
12 being equal, the formula enables advertisers
13 to compare the cost of space in comparable publications
14 with varying amounts of circulation. The price of
15 that unit can only be increased with the acceptance
16 of the customer.

17 During the past decade, despite an increase
18 in circulation of 54.8 per cent, it is a startling
19 fact that The Country Guide "milline" has increased
20 by only 11.1 per cent. Few, if any, price indices
21 will show such a modest increase.

22 Such a small milline increase in face
23 of the need to service a large increase in subscribers
24 creates its own problems. The cost of producing
25 and mailing 1,000 printed pages of The Country
26 Guide has increased by 17.1 per cent in the past
27 decade. During the same period gross advertising
28 revenue in relation to the same 1,000 printed pages
29 has only increased 9.8 per cent. Needless to say,
30



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1 all other costs have increased substantially.

2 The publishers of The Country Guide accept
3 free competition between all classes of Canadian media,
4 and will continue to strive for more revenue to ensure
5 an adequate editorial program. However, any diversion
6 of Canadian advertising dollars to foreign media,
7 whether printed or electronic, limits the potential
8 revenue available to farm papers.

9 Throughout the ages, mankind has developed
10 many new forms of audio and visual communications.
11 Each, in turn, was a new milestone in the slow march
12 of civilization and human understanding of the universe.
13 From all this progress the printed page stands out as
14 the finest record of man's knowledge, his wisdom
15 and his folly. Destroy literature and civilization
16 will die. Destroy national literature and you will
17 kill the nation.

18 It is the hope of the periodical publishers
19 of Canada that the findings of your Commission will
20 cause Canadians to insure for themselves, through
21 whatever action is most appropriate, the opportunity
22 to develop and maintain our national literature in
23 all of its forms.

24 Recommendations:

25 The foregoing submission is made on behalf
26 of The Public Press Limited and its two publications,
27 the Country Guide and Canadian Cattlemen. However,
28 an effort has been made to present the position of
29
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1 the Agricultural Press in general.

2 As already indicated, officers of The Public
3 Press Limited, have, over the years, joined in the
4 submissions to government by the Periodical Press
5 Association. We concur with all recommendations which
6 will be made by that Association to your Commission.
7 We, therefore, do not, at this time, wish to make
8 any separate recommendations.

9 THE CHAIRMAN: We will have a five
10 minute adjournment.

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12 ---- Recess.
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1 COMMISSIONER JOHNSTON: Mr. Brown, you
2 indicate, in paragraph 7 or perhaps the preceding
3 paragraph, that The Public Press Limited is
4 subsidized to some extent by United Grain Growers.
5 That is correct, is it?

6 MR. BROWN: In a slight degree. It is a
7 wholly-owned subsidiary company. The capital in
8 it is the capital of United Grain Growers Limited.
9 From the administrative standpoint, the President
10 and myself are president and vice-president of the
11 parent company; we are also president and vice-
12 president of the subsidiary. Certain administrative
13 charges are simply absorbed by the parent company.
14 Actually in the operating end of it, the publishing
15 end of it, there is no subsidiary.

16 COMMISSIONER JOHNSTON: The company stands
17 on its own feet?

18 MR. BROWN: Yes, in some degree, in a
19 modest degree.

20 THE CHAIRMAN: This was true of the
21 old Grain Growers Guide also?

22 COMMISSIONER JOHNSTON: Your editorial
23 costs were up in 1949 to 1959. Can you state
24 it in dollars?

25 MR. BROWN: Yes, our editorial cost in
26 1949 was, for 444 $\frac{1}{4}$ editorial pages, \$45,749.00.
27 In 1960 - that is, the fiscal year ending at
28 July 31 - for 402 $\frac{1}{2}$ pages there was a reduction
29
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1 of nearly 10 per cent; the editorial cost was \$81,485.00.

2 COMMISSIONER JOHNSTON: Have you broken
3 it down into cost per page?

4 MR. BROWN: Yes, the cost per page was
5 \$202.00 in this last year as against \$103.00 in
6 1949.

7 COMMISSIONER JOHNSTON: Just about double?
8 You say authoritative farm journals must be edited
9 in Canada for Canadians. Would you extend that
10 statement to general publications such as the
11 Saturday Evening Post if they had a Canadian
12 edition, or Time, which professes to have a
13 Canadian edition?

14 MR. BROWN: I would say that any paper
15 to be edited adequately for Canadian conditions must
16 be edited by people who know Canadian conditions,
17 who have lived Canadian conditions. I would not
18 have the nerve to go across the line and attempt
19 to edit a paper to service anything other than
20 my own ambitions in the United States. To me
21 this matter of editing is something that must be
22 done from a basis of knowledge, otherwise it is
23 dishonest. That is why I feel so strongly on
24 this thing. This is a matter of integrity.

25 COMMISSIONER JOHNSTON: You have been how
26 many years - if I may ask - in the publishing
27 business?

28 MR. BROWN: Actively in our own business
29
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1 for the last sixteen years; as a director of the
2 parent company, and therefore a director of the
3 subsidiary, for thirty-one years.

4 COMMISSIONER JOHNSTON: If you had a
5 choice of encouraging the free flow of ideas from
6 the United States or encouraging the freer flow of
7 ideas to Canadians in Canada, which would you choose?

8 MR. BROWN: Encouraging the free flow of
9 ideas from the United States or encouraging the freer
10 flow of Canadian ideas to Canadians?

11 COMMISSIONER JOHNSTON: I seem to have
12 been obscure; I will be a little more specific.
13 If the present conditions result in the **extinguishing**
14 of Canadian magazines, Canadian periodicals, would
15 you think that parliament should do something about
16 it?

17 MR. BROWN: I would say yes because I
18 cannot conceive of Canadians being willing to having
19 that sort of thing happen. I do know that a great
20 many Canadians do not believe it is happening,
21 they do not believe there is a problem. If they
22 are honest in their disbelief and we can convince
23 them there is a problem, then I cannot imagine
24 Canadians, real Canadians, wanting to see the
25 periodical press of Canada disappear. Certainly
26 the very finest of American publications - and many
27 of them I hold in high regard - while we may wish
28 to have them in here we cannot replace, from a
29
30



1 Canadian standpoint Canadian edited publications.

2 I am not seeking to shut off the flow of American
3 publications.

4 COMMISSIONER JOHNSTON: You would not
5 encourage them to the point where Canadian periodicals
6 became extinct?

7 MR. BROWN: I see no reason why we should
8 provide a climate for American competition which
9 is more favourable to them than it is to ourselves
10 as publishers in Canada. There are some elements
11 of that in the present situation.

12 COMMISSIONER JOHNSTON: You mentioned
13 that some fiction had been published in The Country
14 Guide. Are you offered much fiction by
15 Canadians about Canada?

16 MR. BROWN: Quite a considerable amount.

17 COMMISSIONER JOHNSTON: And you publish it
18 fairly regularly?

19 MR. BROWN: We publish a considerable
20 quantity of Canadian fiction. Our difficulty, of course,
21 is that the cost of fiction material can be very high
22 if you buy from known authors. So we are not
23 able to publish first rights of established
24 authors' work very often. We do have, and have
25 had, a great deal to do with encouraging Canadian
26 authors. We have bought short stories from them
27 and, as I illustrated by picking out a well known
28 Canadian, we did run Wilfred Eggleston's first novel
29
30



1 as a serial. We do run fiction. It is a regular
2 part of our work and has been for many years.

3 COMMISSIONER JOHNSTON: Was it a good
4 novel?

5 MR. BROWN: It was "The High Plane". I
6 cannot really tell you, it is so long since it was
7 published, twenty years ago last June.

8 THE CHAIRMAN: Is all the fiction that
9 you publish Canadian?

10 MR. BROWN: No, it is not, but a great
11 deal of it is.

12 COMMISSIONER JOHNSTON: Paragraph 19
13 mentions the higher cost of circulation. Is that due
14 to what seems to me to be a fact that subscription
15 prices have not risen but that the wages or
16 commissions to subscription people have gone up?

17 MR. BROWN: This is a very complicated
18 thing. There is a number of reasons why procurement
19 costs have gone up. Among them - very importantly
20 among them - is the increase of Canadian postal
21 rates on third class mail. This area, Sir, is
22 one about which you have probably heard already.
23 In this particular area, the post office claims
24 to be losing heavily on the carriage of this type
25 of mail and a great deal of it is American. Yet
26 the postage rates were put up. We maintained -
27 and I think justifiably - that we are being blamed
28 for the loss and probably the pressure is four to
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(Brown)

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1 one from American sources.

2 COMMISSIONER JOHNSTON: I do not think
3 the Post Office blames the Canadian publishers for
4 the loss in carrying second class mail, or the bulk
5 of it.

6 I have just one more request. You mentioned
7 ABC, the Audit Bureau. The transcripts may have
8 a popular appeal and a lot of people will be reading
9 them who will not understand what is the ABC. Will
10 you explain?

11 MR. BROWN: The Audit Bureau of Circulation:
12 we believe, and the Audit Bureau believes, that we
13 are one of the first if not the first Canadian
14 publisher to belong to the ABC. It is a system of
15 auditing the page circulation so that the advertiser
16 knows what he is buying, so that he is not taking
17 a publisher's word but taking the word of a
18 certified statement.

19 THE CHAIRMAN: You indicate here that
20 in the first eight months of 1960 the farm papers
21 have been receiving a smaller slice of the
22 advertising pie. You say in paragraph 23,
23 however, that the farm press of Canada cannot
24 point directly to large sums of Canadian advertising
25 dollars being diverted to their American counterparts.
26 Can you point to other advertising media which
27 have taken that share of your farm advertising pie -

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1 radio, television, other magazines?

2 MR. BROWN: I cannot say specifically farm
3 paper advertising; all I can say is the broad general
4 claim that advertising dollars spent in printed media
5 are, percentagewise, declining and to the extent that
6 there is a diversion of dollars anywhere to Canadian
7 media of electronics or printed nature or a divergence
8 to American media of any character. To that extent
9 the potential to farm papers is less.

10 THE CHAIRMAN: Would you include the
11 Prairie Farmer?

12 MR. BROWN: Yes.

13 THE CHAIRMAN: The Family Herald?

14 MR. BROWN: Yes.

15 THE CHAIRMAN: You are all down?

16 MR. BROWN: We are all down. We have
17 followed these figures. We can follow them monthly
18 from the Elliott Haines reports upon which the shorter
19 of those two tables is based. We are in a position
20 to know what is happening and, generally speaking, the
21 farm papers are all having advertising lineage losses
22 at this period. It is a well known fact that when
23 the farm economy turns a bit sour, farm prices can go
24 down faster and farther than any other commodity, and
25 next to them is the farm press.

26 THE CHAIRMAN: Have your lineages been
27 going down for the past five years, say?

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1 MR. BROWN: No.

2 THE CHAIRMAN: This might be due to what
3 some people call "a rolling recession" and to
4 what other people call other things. Economic
5 conditions might determine your lineage in a given
6 year?

7 MR. BROWN: Yes, but there are other
8 factors. There is a very well known international
9 farm implements company today carrying a very large
10 program, a regular program, and a well known program
11 on Canadian television. The very fact that this
12 former, and still in some degree, customer of ours
13 is spending money in television means it is
14 spending less money in the farm press.

15 THE CHAIRMAN: That is what I was **trying**
16 to get out. I was trying to find out just where
17 the advertising that used to go to the farm papers is
18 going now. You say some of it is going to
19 television programs?

20 MR. BROWN: Some to Canadian television.
21 My fear is that with American television stations
22 soliciting advertising some will go there.

23 THE CHAIRMAN: Do they solicit advertising?
24 The American television stations solicits in Manitoba?



1 MR. BROWN: The Pembina station directly
2 south of Winnipeg here, is almost on the border.
3 May I illustrate what has happened this way. Those
4 of us who have television sets in the city of
5 Winnipeg up until two weeks ago, had only one channel
6 to draw on - channel 3, C.B.W. Within the last
7 two or three weeks, two stations have come on the
8 air - another Winnipeg station, channel 7. For
9 neither of these Winnipeg channels did we require
10 outside aerials. For the Pembina station, you do.

11 About four or five days ago, when I got
12 home at night, my wife informed me that a woman had
13 called up soliciting business for the installation
14 of an outside television aerial. I said, "What did
15 you tell her?" She said, "Well, I told her we were
16 not interested." I said, "If she calls again, tell
17 her you are not interested in the Pembina station."
18 This is the only reason that anybody could be att-
19 empting to sell us an outside television aerial,
20 to bring in the Pembina station.

21 Now, certainly, as viewers, we are not
22 going to pay any money. The only reason they
23 can want the viewers is with the hope of selling
24 advertising to these viewers.

25 COMMISSIONER BEAUBIEN: In paragraph
26 22, you express some concern, or your salesmen do,
27 about the increased buyer resistance due to
28 previous substantial purchases of a variety of
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1 publications. Can you identify some of those
2 publications?

3 MR. BROWN: I am sorry, sir. I cannot.
4 This is a report from one of our field salesmen to
5 our circulation manager, and I do not have those
6 details.

7 COMMISSIONER BEAUBIEN: In paragraph 25
8 "Some classes of consumer and
9 household goods are not extensively
10 advertised in the farm press, notably,
11 apparel, confectionery and soft drinks;
12 etc. Can you offer some explanation for that, because
13 this seems to be of some concern to you.

14 MR. BROWN: Well, it is. The explanation
15 that I can give is simply this, that some advertisers
16 believe that they get adequate coverage in the farm
17 consumer market by television and/or other periodicals.
18 It is notable, of course, that the farm press, as
19 compared to the daily press, cannot expect to get
20 chain store advertising. The farm press, being
21 provincial or regional or national, you would not
22 expect that Safeway of Winnipeg would advertise in
23 a farm paper that is going all over Canada. On
24 the other hand, you would expect that the two
25 daily papers in the city of Winnipeg will carry
26 Safeway of Winnipeg advertising. This is one
27 field. It is a well known fact that the farm
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1 population, while it is a consumer population, it
2 is a double market. It is a consumer and a producer
3 market. Nevertheless, to spend the money to cover
4 that market, an advertiser has to be completely sold
5 on the idea that it is going to be beneficial to
6 him, and he may say "Well, it is not big enough. I
7 would worry about it". Or else, he may feel that
8 he is covering it adequately by one of the Maclean-
9 Hunter publications or any other Canadian publication.
10 This is not necessarily a criticism of American
11 competition. This is just a bit of realism about
12 the position of the farm press and, as I have said,
13 we expect to live with that kind of competition from
14 Canadian media and do our best about it. Does
15 that answer your question, sir?

16 COMMISSIONER BEAUBIEN: Yes, thank you.

17 THE CHAIRMAN: Thank you very much, Mr.

18 Brown.
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1 Submission of Stovel-Advocate
2 Publications Ltd.

3 THE CHAIRMAN: Now, will you identify
4 yourself for the record, sir.

5 MR. STROCK: I am President of Stovel-
6 Advocate Publications Ltd., publishers of one weekly
7 business publication and seven monthly business
8 publications, and I speak for our company.

9 Mr. Chairman, and gentlemen, first I
10 would like to express our apologies for not having
11 this brief prepared well in advance of this hearing,
12 but I have been away for almost thirty days from
13 the office and we could only start preparing it
14 forty-eight hours prior to your arriving here.
15 We sent the copies over to your hotel and I hope you
16 received them.

17 This submission is presented on behalf of
18 Stovel-Advocate Publications Ltd., a Canadian company
19 owned principally by its management and key operating
20 personnel. We publish one weekly and seven
21 monthly business publications. We are considered
22 a medium-sized publications house and have been
23 publishing periodicals for Canadian readers for
24 over half a century.

25 Stovel-Advocate Publications has
26 carefully studied the submissions by the Periodical
27 Press Association and Business Newspapers Association.
28 We are in full accord with the statements made
29
30



1 in these memoranda, and to save time we will avoid
2 needless repetition, and record our unqualified
3 endorsement of them.

4 In both of these memoranda, it was
5 documented that "Canadian editions" and "overflow"
6 circulation of American publications, compete
7 strenuously for the not-inexhaustible supply of
8 dollars in this country. They are also shown to
9 be competing for the time that Canadian readers
10 can and will devote to them and similar media.
11 This competition imposes a serious economic hardship
12 upon Canadian magazines and business publications.

13 Lest there be any doubt as to the
14 seriousness of this hardship, we, as a publishing
15 house, speak from first-hand experience as publishers
16 of the now defunct National Home Monthly magazine.

17 In 1950 our company was forced to suspend
18 the National Home Monthly magazine after sixty-one
19 years of continuous and successful publishing. This
20 publication, circulated nationally, had a paid
21 Canadian circulation of approximately 340,000
22 subscribers.

23 Prior to 1946 and part of 1947, this
24 magazine showed a profit from its operations. From
25 1947 to 1950, this publication suffered serious
26 losses and in 1950 it was decided it could no longer
27 compete with or afford the selling staffs and
28 promotion costs of Reader's Digest and Time
29
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1 magazines. By 1950 these two "Canadian editions"
2 had captured 26.8 per cent of a slow-growing consumer
3 magazine dollar market.

4 This Canadian edition competition was
5 coupled with discriminatory provincial legislation
6 forbidding our publication liquor advertising
7 revenue, but at the same time permitting unrestricted
8 liquor advertising to come into Canada. Here was
9 paradoxical legislation designed to protect our
10 Canadian mores and morals by banning the appearance
11 in print of spirituous or malted beverages in
12 publications of Manitoba origin, but which
13 condoned its appearance in foreign publications
14 circulating here and made it possible for these
15 publications to enjoy the economic fruits of so
16 doing.

17 These factors were, to a great degree, in
18 our opinion, responsible for the demise of National
19 Home Monthly. Its suspension resulted in fifty-
20 four staff members losing their means of livelihood
21 and left the company with approximately \$200,000.00
22 of specialized printing and production equipment for
23 for which it never had further use.

24 In winding up the National Home Monthly
25 in 1950, nearly all of the Canadian consumer magazines
26 lent their support by allowing our company to offer
27 National Home Monthly subscribers a choice of any
28 one of their magazines. Time and Reader's Digest
29
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1 Canadian editions made no offer to help us satisfy
2 our Canadian subscriber obligations.

3 This experience with our large consumer
4 magazine is now evidencing itself in a more modified
5 way in our business publications. We now consider
6 ourselves indeed fortunate, that, so far, there are
7 no Canadian editions of American business
8 publications in the industrial and trade fields to
9 which our business publications are directed.

10 However, we are faced with serious American
11 competition for our readers' time and for advertising
12 dollars, even though our publications are directed
13 to a highly specialized group. The ever-growing
14 "overflow" circulations of American business
15 publications into Canada have become a factor of
16 some considerable consequence. These circulations
17 are being sold to American advertisers who have
18 branch operations or distribution in Canada, as a
19 bonus circulation to condition Canadian industries
20 to acceptance of American brand names. Thus, they
21 reap the benefits of their domestic and Canadian
22 markets with one single advertising expenditure.
23 These bonus circulations are designed for no other
24 purpose than to obviate the need for an American
25 investment in Canadian advertising.

26 It must be remembered that Canadian
27 business publications rely almost exclusively upon
28 advertising revenue with circulation revenues
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1
2 playing a very minor role.

3 There is only one consideration behind
4 these overflow circulations and that is the economic
5 consideration of a market for advertising dollars.

6 We cite here two specific examples of
7 the impact of American overflow circulations on two
8 of our business publications.

9 One of our magazines is a petroleum
10 publication reaching technical and executive
11 personnel in Canada's oil and gas industries.
12 There are four Canadian petroleum publications
13 with an average circulation of 4,622.

14 There are eighteen American petroleum
15 publications with significant distribution and
16 several more with minor distribution in Canada.
17 The 18 American petroleum publications have a
18 Canadian circulation of 17,122, compared with the
19 total circulation of 18,488 of the four Canadian
20 publications. (For detail see Exhibit I.)

21 It is most significant that in the past
22 four years, three Canadian petroleum publications
23 have ceased publication, and we suggest that the
24 growth of American overflow circulations into
25 Canada, was a contributing factor.

26 The second example is in the automotive
27 field. Here again, there is pressure from American
28 overflow circulation.

29

30



1 We publish a semi-national automotive trade
2 publication. It circulates in western Canada from
3 the head of the lakes to the Pacific. In Canada there
4 are six major automotive publications -- two national,
5 two semi national, of which we have one, and two are
6 French.

7 At present there are fourteen American
8 automotive trade publications entering Canada, with
9 a monthly distribution of 29,330 copies per month (see
10 detail Exhibit II). This distribution is equal
11 to that of Canada's largest national automotive
12 trade journal and better than double that of any
13 one of the other Canadian publications.

14 Four years ago a large national automotive
15 trade publication ceased to publish in Canada.

16 As more bonus circulation is dumped into
17 Canada by American publications, the weight of sheer
18 numbers will diminish the effective readership of
19 Canadian business publications and their value as an
20 advertising medium.

21 Mr. Chairman, I would like to cite an
22 example here to illustrate what I mean. Recently -
23 four months ago, actually, our Oil in Canada
24 editors in Alberta interviewed fifty executives in
25 the editorial industry. The purpose of the
26 interview was to determine what we could do to
27 become more useful with our Oil in Canada weekly
28 publication. We found out many things. We also
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(Strock)

10 082

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1 found out that with these fifty executives, that on
2 an average they spend no more than an hour and a half
3 a week reading editorial publications, publications
4 vertically in their field. On an average, these fifty men
5 receive two Canadian publications and four American
6 publications. There were instances where an
7 executive received as many as twelve publications
8 and he was only subscribing to four. This is what
9 we are competing with. We are competing with
10 this readership time. It is very difficult to
11 research and determine what things you might do to
12 capture that hour and a half that this executive
13 does spend in reading publications, when he has twelve
14 of them on his desk. It is very difficult to get
15 and this is our point, I think, here.

16 The overflow circulations of U.S.
17 business publications has increased by 398 per cent
18 in ten years. (Source BNA brief). If this trend
19 continues, American advertisers will have no need
20 to use Canadian business publications to reach
21 Canadian trade and industrial markets. On the
22 horizon too, is the constant threat of the
23 introduction of Canadian editions of American
24 business publications.

25 I might say that many of them in the
26 oil industry already devote one month out of
27 every year to the Canadian editions.

28 Another factor that encourages American
29
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10 083

(Strock) - 82 -

1 advertisers to use the overflow circulations of
2 American business publications is the practice of
3 charging a duty on American magazine inserts entering
4 Canada to be bound into Canadian periodicals.



American advertisers print these inserts in large quantities for use in a number of domestic and foreign publications. In this way they are able to keep the unit cost for the inserts very low. If the advertiser wishes to place an insert in a Canadian publication, he is charged a heavy duty on a value appraised by Canadian customs. This value is calculated on the basis of the cost charged by a Canadian printer to produce the small quantity of inserts that enter Canada. Rather than pay these excessive costs, many American advertisers prefer to place their inserts in American business publications with a substantial overflow circulation into Canada.

This deprives the Canadian publisher of advertising revenues without providing the Canadian printing industry with the protection that it is evidently designed to do. A healthy climate for the growth of Canadian business publications affords the greatest possible protection for Canadian printing industries.

We have been as frank as possible about the problem facing our own publishing house in the hope that this Commission will cause Canadians to take action to preserve the economic position and orderly growth of the Canadian periodical industries to enable them to serve Canadians to the limit of their recognized ability and, in so doing, continue to be an effective guard of our National identity.

I would like to finish this and go back to the recommendations. We have changed our minds a little



1 bit on this since we wrote it.

2 Recommendations.

3 This submission has been made on behalf of
4 Stovel-Advocate Publications Ltd. and our recommendations
5 will be incorporated in the recommendations to be sub-
6 mitted by the Business Newspapers Association in sub-
7 sequent hearings of this Commission during December.
8 Should we decide to make further or separate recommend-
9 ations, we will do so then.

10 Respectfully submitted.

11 A. H. Strock, President,

12 Stovel-Advocate Publications
13 Ltd.

14 Publishers of:

15 OIL IN CANADA

16 MOTOR IN CANADA

17 CANADIAN FARM IMPLEMENTS

18 AGRICULTURAL CHEMICALS IN
19 CANADA

20 CANADIAN WELDER

21 PRAIRIE GROCER AND PROVISIONER

22 TRADE AND COMMERCE IN
23 WESTERN CANADA

24 PRECAMBRIAN - MINING IN CANADA

25 WESTERN CANADA COAL REVIEW

26

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10 086

EXHIBIT 1

85

MONTHLY CIRCULATION IN CANADA
OF EIGHTEEN

AMERICAN PETROLEUM INDUSTRY PUBLICATIONS

	<u>Monthly</u>
5 A.A.P.G. Bulletin (American Assoc. of 6 Petroleum Geologists)	821
7 Drilling	818
8 Geophysics	539
9 International Oilman	1,346
10 Journal of Petroleum Technology	459
11 National Petroleum News	732
12 Oil & Gas Equipment	1,877
13 Oil & Gas Journal	1,809
14 Petroleum Engineer	1,883
15 Petroleum Equipment	686
16 Petroleum Marketer	504
17 Petroleum Refiner	1,222
18 Petroleum Week	1,605
19 Pipeline Construction	384
20 Pipeline Industry	446
21 Pipeline News	288
22 World Oil	1,239
23 Worldwide Oil & Gas Abstracts	464
24	
25	<hr/> 17,122 <hr/>
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86 10 087

EXHIBIT II

MONTHLY CIRCULATION IN CANADA

OF FOURTEEN

AMERICAN AUTOMOTIVE PUBLICATIONS

	<u>Monthly</u>
Automotive Chain Store	252
Automotive Industries	212
Automotive Retailer	327
Automotive Service Digest	2,907
Automotive World	119
Automotive News	1,405
Jobber Executive News	767
Jobber Product News	2,624
Jobber Topics	581
Modern Tire Dealer	685
Motor	4,649
Motor Age	276
Motor Service	9,848
Tire, Battery & Accessory News	569
Super Service Station	4,140
	<hr/>
	29,330
	<hr/>



1 MR. STROCK: On the matter of the re-
2 commendations, we thought we would like to explain
3 to the Commission, first we are a medium size house,
4 and we are far from the hub of the business e a
5 paper publishing industry. We do not have expensive
6 research facilities for this purpose and we thought
7 we should not make firm recommendations on the
8 solution of these problems because we are in doubt
9 as to whether they are practical or not. However,
10 if the Commission would like to have my personal
11 views rather than recommendations, I would be
12 happy to tell you what they are.

13 THE CHAIRMAN: Go ahead.

14 MR. STROCK: We have discussed three issues:
15 The Canadian Edition, the overflow circulation and
16 also inserts and liquor advertising. We do not
17 know these are practical solutions, but out of
18 these may come something.

19 Number one, that all Canadian periodicals
20 and Canadian editions of foreign periodicals be
21 required to contain - we have a blank per cent, we don't
22 know what this per cent ought to be -- of purely
23 Canadian editorial content written in Canada by
24 Canadians in order to enjoy Canadian periodical rec-
25 ognition and the low Canadian Postoffice privileges.
26 We have here, sir, and there is a precedent with the
27 BBG, who feel fifty-five is the correct percentage for
28 this.

29

30



1 Number two, a Canadian advertiser wishing to
2 purchase advertising space in a Canadian periodical or
3 a Canadian edition that doesn't have the required
4 Canadian recognition, the advertiser using this
5 space is required to remit directly to the Dominion
6 Government a tax, being a blank percentage again, on
7 each dollar he spends in such publications. Now
8 we feel by requiring the advertiser to pay a tax,
9 should there be a tax on publications that do not
10 have proper recognition, by requiring the advertiser
11 to pay directly to the Government this will cause him
12 to realize what he is doing to the Canadian periodical
13 economy. We also feel insofar as this applies to
14 Canadian books as well as Canadian editions that don't
15 have recognition, this might improve the quality
16 of Canadian publications generally.

17 Number 3, that no foreign publication be
18 allowed to distribute more than five per cent of
19 its domestic circulation in Canada. We know of no
20 other possible solution for this overflow circulation
21 which is damaging readership.

22 Number 4, all duties on inserts imported from
23 foreign countries being used specifically in recognized
24 Canadian periodicals be allowed to enter Canada duty-
25 free. We say they must be used for periodical purposes
26 and they could not be used for direct mail purposes.
27 They must be used specifically for Canadian periodicals.

28 Number 5, that this Commission urge the
29 Dominion Government to recommend to provinces across
30



1 Canada that they hasten to adopt a National Code
2 for liquor advertising and require all publications
3 circulated in the Province to conform to this code.

4 That sir, is pretty well all we have on
5 this point.

6 THE CHAIRMAN: Any questions?

7 COMMISSIONER JOHNSTON: Mr. Strock, on the
8 matter of liquor advertising, that seems to me outside
9 our scope.

10 MR. STROCK: I appreciate that. We would like
11 to see the Government recommend to the provinces they
12 do something about it. I think it has already been
13 done, but it is a very slow process.

14 COMMISSIONER JOHNSTON: Your brief is very clear
15 and similar to others, but I am particularly interested
16 in the National Home Monthly. Would you say that
17 its passing has reduced the free flow of ideas in
18 Canada?

19 MR. STROCK: Yes, National Home Monthly was a
20 good publication. There were 340 paid subscribers
21 that all read National Home.

22 COMMISSIONER JOHNSTON: Three hundred and forty
23 thousand?

24 MR. STROCK: Three hundred and forty thousand,
25 I am sorry.

26 COMMISSIONER JOHNSTON: Is it fair to say that
27 you think that the competition of Readers' Digest and
28 Time have been the main reason?

29 MR. STROCK: And the discriminatory liquor
30 advertising laws in Manitoba. We sincerely believe these



1 were the things.

2 COMMISSIONER JOHNSTON: The two together?

3 MR. STROCK: The two together.

4 COMMISSIONER JOHNSTON: If the conditions that
5 enable Time and Readers' Digest to make further inroads
6 into Canada are allowed to remain, does it not mean that
7 the free flow of ideas by Canadians for Canadians would
8 diminish?

9 MR. STROCK: I would certainly say so, sir.

10 COMMISSIONER JOHNSTON: I was wondering if
11 you ever had thought of taking the liquor problem to
12 the Supreme Court. Some lawyers have.

13 MR. STROCK: We have thought of all kinds
14 of things. We even thought of printing National Home
15 Monthly below the line before it was suspended. We
16 have thought even with our present business pub-
17 lications of mailing the Manitoba circulation out
18 of Kenora. That is a subterfuge and an expensive thing.
19 We should not have to do these things. The matter
20 is coming up in the Province of Manitoba, but it is
21 slow. I do not know what action will be taken.

22 THE CHAIRMAN: Thank you very much, sir, for
23 your submission.

24 MR. PITFIELD: Mr. Hignell.

25 MR. HIGNELL: Mr. Jack Hignell is my name. I
26 am representing the Winnipeg Masters Printers and
27 Lithographers Association of which I am a member and past
28 President.



SUBMISSION BY THE WINNIPEG MASTER
PRINTERS & LITHOGRAPHERS
ASSOCIATION.

Appearances: Mr Jack Hignell.

COMMISSIONER JOHNSTON: Would you spell
your name?

MR HIGHELL: H.i.g.n.e.l.l.

The Winnipeg Master Printers and Litho-
graphers Association are pleased to have this opportu-
nity to present our views to you on the past, present and
future of magazine and other periodical publishing in
Canada. Some of our member firms directly involved in
publishing are presenting individual briefs of their own,
so we hope there is not too much repetition. As Printers
and Lithographers we find it very difficult to draw an
exact dividing line between printing and publishing,
for exactly where does one end and the other begin?
If this brief strays from the original terms of refer-
ence of the Commission, it is because of the close
relationship and interdependence of printing and pub-
lishing.

Canadian Printing and Publishing is at a
very distinct disadvantage to Publishers of other countries
with a larger population, for it is inherent when printing
anything that the more copies printed, the lower is the
cost of each copy. This is further aggravated when
the cost of writing and editing the material is divided
amongst a smaller edition. If the printing companies
relying on publishing continue to suffer from foreign
publications often being "dumped" into Canada then it



1 can have and often does have serious effects on the
2 general printing industry as a whole. A Publisher whose
3 equipment must stand idle is forced to go into the
4 general printing field to minimize his losses. If he is
5 desperate he may not hope to make a profit on the work
6 he takes, he merely tries to pay for wages and part of
7 his investment in equipment. This can send a chain re-
8 action through the commercial printing industry and cause
9 problems over which they have no control. We do not
10 wish to bemoan the problems of the industry for we
11 know all industries have problems, however such indirect
12 results do occur and cause unemployment in the printing
13 industry which is inherited from the publishing industry.
14 So besides affecting a true Canadian cultural identity
15 the problem also seriously affects the Canadian economy.

16 The inequality in copyright laws between Canada
17 and the U.S. further aggravates Canadian publishers'
18 poor situation. The only easily available outside market
19 for Canadian publishers to substantially increase their
20 volume is in the United States. However if we ship 1500
21 copies or more into the U.S.A. then we lose our copyright.
22 This has already effected one of our members whose
23 language dictionary was simply photographed in the U.S.A.,
24 and sold at a much lower price. If the Americans will
25 not protect our copyright, most certainly we should
26 not protect theirs.



1
2 The unloading of excess runs from foreign
3 publications in Canada most seriously affects
4 Canadian publishers, but at least the public knows
5 in most cases that it is a foreign publication.
6 However, many publications printed in Canada are
7 in reality largely imported. American and European
8 publishers can send out or negatives into Canada
9 which can be incorporated at low cost into a pseudo
10 Canadian publication. The cost factor here almost
11 eliminates any truly Canadian talent from appearing
12 in the publication.

13 Advertising revenue which is most
14 essential for Canadian publishers is not easy to
15 come by. A substantial amount of advertising revenue
16 in foreign publications comes from liquor
17 advertising, while Canadians (with the exception
18 of Quebec) cannot print liquor advertisements. This
19 puts us at a further disadvantage. We realize that
20 this is not under your jurisdiction, but we point
21 out the provincial lack of realism in allowing
22 liquor advertising to be imported in very large
23 quantities while forbidding local industry to
24 poison the minds of the public. This affects
25 both the publishing and television fields, and we
26 feel will further downgrade both industries unless
27 they can try to compete on an equal basis.

28 Many hundreds of thousands of dollars
29
30

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TORONTO, ONTARIO

(Strock)

10 095

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1
2 of printing is going into the U.S. in the form of
3 school and university yearbooks. In most cases the
4 Canadian schools are really the publishers, but the
5 books are manufactured in the U.S.A. The American
6 manufacturers have a distinct advantage in
7 manufacturing embossed hard covers for with their
8 large population they can produce large quantities
9 in mass and change only the imprint of the school
10 name. Costs are higher in Canada for the same
11 reason that it is more costly to manufacture an
12 automobile in Canada. The economic effect of
13 this is felt by the Canadian printing industry, but
14 more important, as all instructions and samples given
15 to the schools are American then the tone of the
16 Canadian book has strong tendencies to be
17 Americanized. We feel that this American influence
18 over the youth of our country does not contribute
19 to making Canadians more Canadian. Indeed we are
20 waiting for the day to see a Canadian school yearbook
21 with the stars and stripes emblazoned on the front
22 cover. It is up to Canadian printers to combat
23 this as best they can by producing better
24 yearbooks, but with a smaller population it is
25 impossible to give the wide selection offered by
26 our neighbours to the south. Fortunately for us
27 many schools still favour Canadian printers, but
28 the U.S. companies are combating this by putting
29 "factories" in Canada. In many cases the paper,
30



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(Strock)

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1
2 covers, typesetting, and photography are done in the
3 U.S. leaving only the comparatively minor parts of
4 production, namely presswork and binding, to be done
5 in Canada. Depending on the type of book produced
6 this would amount to between five per cent and twenty-
7 five per cent of the manufacturing cost of the book.
8 For this lip service to Canadian manufacturing they
9 are allowed to pass their books off as being printed
10 in Canada and indeed their companies as being
11 Canadian. No company can be blamed for trying to
12 enlarge its markets, but with this American
13 influence on the youth of our country, does it
14 help produce better Canadians? Indeed does it
15 provide employment for the parents of these young
16 people in Canada?

17 Printing (and therefore publishing) requires
18 a large investment in relation to the dollar volume
19 of work produced. Without a population large
20 enough to support home grown publications with
21 revenue from advertising or circulation Canada
22 cannot compete on an even footing with larger
23 countries. Efficient high speed equipment is
24 available, but it lacks the versatility necessary
25 in this country of shorter press runs.

26 Having recognized the problems, both
27 cultural and economic facing the publishers and
28 printers of Canada, some possible solutions come to
29 mind. None are perfect, but some could help the
30



impossible situation in which we find ourselves.

1. Adequate tariff protection on all printing based on the actual imported price, or the internal foreign price whichever is higher.

2. Adequate tariff protection on mats and negatives imported based on the value of the content, not the physical value.

A mat or negative may be worth only \$1.00 but may contain \$100.00 of work in it.

3. Discontinue allowing foreign countries to print Canadian reply postal permits. Canada carries millions of dollars of foreign mailed literature, getting only the price of the small reply envelope returned to a small local office used for this purpose. The ensuing orders are mailed to the U.S., and so ends Canada's postal revenue in the matter.

4. Subsidize Canadian publications based on quality, circulation and number of pages. We do not necessarily recommend this. We feel it has many dangers of inequality hidden in it, plus a high cost of administration.

5. Discontinue having the Queen's



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1 Printer produce publications, periodicals
2 and books which could be printed by
3 Canadian printers and publishers. We
4 question the accuracy of the Department
5 of Public Printing costs to the treasury.
6 Costs of overhead can unintentionally
7 be allocated to lower costs of one
8 department at the expense of another.
9 For example we understand the costs of
10 the building housing the government
11 printing plant are charged to public
12 works, and not to the printing department
13 where they belong. We think Canada
14 could save money if only security work
15 were printed by the government.

16 6. Insure that the Canada Council
17 support authors who publish in Canada only.

18 7. Government printing should not be
19 produced outside Canada. A Canada
20 savings bond poster was imported some
21 time ago. We understand many language
22 publications are not produced in Canada.

23 8. A National code of advertising
24 common to all educational and cultural media.
25 Negotiations with the provinces should
26 begin aimed at a consistent national
27 advertising code (particularly for
28 liquor advertising) for radio, television,
29
30



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1 printing and publishing. This should
2 either restrict importation or allow
3 local advertisers the same privileges
4 as foreign exporters.

5 We feel that a number of the above
6 recommendations would help the position of domestic
7 publishers. While we realize that tariffs have
8 many disadvantages we cannot think of any more
9 practical way of helping Canadian publishers combat
10 extinction.

11 The printing and publishing industry
12 cannot be termed a lucrative one for most statistics
13 we have seen indicate that it is low on the profit
14 picture as compared to other industries, many of
15 which have high tariff protection from foreign
16 competition. Unless something is done the
17 publishing industry is in danger of shrinking and
18 possibly dying taking along with it a portion of
19 the printing industry.

20 Because we are such a small country located
21 beside a large strong country we will always be
22 influenced by it. The influence of the American
23 press and television on Canada is great and is still
24 growing. If we lose our small foothold in
25 periodicals which are truly Canadian then we may no
26 longer have to worry about being the dumping ground
27 of the world, for it could be a short step then to
28 receive ample tariff protection as the 51st state.



1 We hope that most of our people wish to remain
2 Canadians.

3 I have a little additional qualifying
4 material.

5 I realize that we have not gone into great
6 detail in supporting statements made in this brief.
7 We can, given some time, get supporting material if
8 you wish it, as we have tried not to make idle
9 statements.

10 As we see it, the problem boils down to
11 an economic one, for the Canadian culture aspect must
12 be supported financially one way or another. We have
13 pointed out that Canada has many natural disadvantages
14 due to its size. These can only be conteredacted by
15 artificial advantages such as tariffs or subsidies
16 which admittedly have inherent undesirable
17 implications. However, besides having these natural
18 disadvantages we are also inflicted with unnatural
19 foreign competition such as postal subsidies, dumping,
20 tariff and copyright agreements. The intent of these
21 foreign policies is beside the point. If they are
22 completely altruistic, the fact remains they compete
23 unfairly with domestic publishing. For example, if
24 the U.S. for the highest of moral reasons presented
25 Canada with a gift of her surplus wheat to be used
26 on the local market, it is questionable whether this
27 would help Canada. I believe many people would
28 argue that it hurts Canada's economy.



1 We don't believe there is a simple
2 solution to this problem on publications, but we do
3 feel steps can be taken to improve the situation.

4 THE CHAIRMAN: How do Canadian printers'
5 wage scales compare with wage scales for printers in
6 the United States?

7 MR. STROCK: They are substantially lower.

8 THE CHAIRMAN: Lower in Canada?

9 MR. STROCK: Yes.

10 THE CHAIRMAN: Twenty-five per cent lower?

11 MR. STROCK: I would say yes.

12 THE CHAIRMAN: Does that not constitute a
13 considerable protection for you?

14 MR. STROCK: Yes.

15 THE CHAIRMAN: Wage costs enter so much
16 into production.

17 MR. STROCK: Wage costs do enter into it
18 and it is a protection; there is no question about it.
19 In larger volume that diminishes. Specialized
20 equipment, as I mentioned in there, more than offsets
21 this, or at least it apparently seems to be the
22 case - or we are terribly inefficient. I think
23 the other part of it, even on the shorter run
24 material, is that a printer who is printing the
25 same page five, a book of the same physical
26 characteristics, will have lower costs than one
27 who has to print different publications with
28 different physical characteristics.

29

30



1 COMMISSIONER JOHNSTON: On that point,
2 is it not a fact that if a pressman in the United
3 States forgets for a couple of minutes to shut off
4 his press at the end of a run, he provides enough
5 extra copies to cover the entire Canadian market?

6 MR. STROCK: I would say that is probably
7 about it.

8 COMMISSIONER JOHNSTON: That is probably
9 an exaggeration.

10 MR. STROCK: Yes, but I would think there
11 was some theory in it.

12 COMMISSIONER BEAUBIEN: In the third
13 paragraph of your brief you say, in regard to
14 shipments:

15 "However, if we ship 1500 copies
16 or more into the U.S.A. then we lose our
17 copyright."

18 And you claim that this has happened to one of your
19 members. Can you tell us when it happened and
20 to whom?

21 MR. STROCK: I could call the member, I
22 think; it was Mr. Dojack.

23 MR. DOJACK: This concerns language
24 books.

25 COMMISSIONER BEAUBIEN: Never mind.

26 I have one more question. You say that
27 the Canada Council should support authors who publish
28 in Canada only. Do you say you would stipulate, or
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get the Canada Council to stipulate, that any support given to the Canadian author should at the same time specify that that author sell his articles in Canada? Do you not think it would be a good idea for that author to get American currency for his books?

MR. STROCK: Yes, it is a rather difficult problem. I do not want to be too niggardly about it.

COMMISSIONER BEAUBIEN: Is that not one way of getting Canadian contents into American magazines for instance?

MR. STROCK: Yes, we were thinking predominantly there of books where it is more practical for a successful book to be printed in the United States and shipped back to Canada than it is for it to be printed in Canada.

THE CHAIRMAN: Thank you very much.



1
2 The Submission of the Winnipeg Branch
3 of the Canadian Authors' Association

4 MR. C.E. L'AMI: I appear here on behalf
5 of the Winnipeg Branch of the Canadian Authors'
6 Association. The Canadian Authors' Association is a
7 national organization with branches across the
8 country - Halifax, Toronto, Ottawa, Winnipeg, Vancouver
9 and so on.

10 I should say perhaps that this submission
11 is entirely on behalf of the Winnipeg branch although
12 we have been in touch by telephone with the National
13 President of the organization, Mr. Thompson, of Ottawa,
14 and we have obtained his general agreement to what we
15 are doing. I am sorry that Mrs. Putnam, the President
16 of our branch, is not able to be here today, but she
17 has delegated me to present this brief.

18 Fifteen copies of this brief have been
19 sent to Ottawa - they were sent on November 14th -
20 but I regret that they appear not to have reached the
21 secretary.

22 I will read the brief, Mr. Chairman, and
23 unless I succeed in interesting you rather more
24 than I expect to do, I expect it will not take more
25 than ten minutes.

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MR. COMMISSIONER:

It has been said that no Canadian author can make a living by contributions to Canadian publications alone, and that American publications must remain the chief sources of his income. This is no doubt true in the case of Canadian author who have attained anything approaching a professional standing, and have achieved what is called a "name" in the writing world. There are exceptions. All, or nearly all of the work of Frederick Philip Grove, was originally published in Canada, though it is most unlikely that Grove ever made what might be called a living from it. In general, the statement remains true that author cannot make a living by Canadian publication alone.

But in the very important matter of making a beginning, the Canadian magazine or periodical is still of great -- even of essential -- concern to the Canadian author. Our new writers, with new and original things to say, might never be able to raise their heads were there no Canadian publications offering a sympathetic interest in their works. It is a matter of serious concern to the Canadian author that native magazines, periodicals and book publishing houses should be given a fair opportunity to survive in the face of the tremendous flood of competitive publications reaching us from the United States. We do not suggest that American editors are



L'Ami

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1
2 lacking in sympathy for new Canadian authors. Many of
3 them have been friendly and encouraging. But in the
4 nature of things, they cannot have the same interest in
5 new Canadian work as the Canadian editor whose publication
6 is intimately bound up with the Canadian scene and the
7 Canadian viewpoint. We need our Canadian magazines
8 and periodicals. If they are not given a fair chance
9 to survive against the heavy competition of
10 imported publications, we will be in danger of losing
11 them, and that loss would be a great one, not for the
12 Canadian author alone, but for everyone in this country.

13 We do not suggest, Mr. Commissioner, that Cana-
14 dian authors as a body are wholly satisfied in their rela-
15 tions with Canadian magazine and periodical publishers.
16 We have a feeling that too many of the articles and
17 stories appearing in some of our Canadian magazines are
18 either staff-written, or are cheap reprints or second
19 serial right items from American sources. This, we
20 think, does not give the free-lance Canadian author a
21 fair show. But we do not, for that reason, wish to
22 withdraw our sympathy or support from Canadian periodicals.
23 We believe they are necessary to a healthy Canadian
24 cultural life, and we believe they do offer some
25 encouragement to new Canadian writing.

26 While we are not fully informed on this
27 matter, our understanding is that it will be one of the
28 tasks of this Commission to determine whether Canadian
29 publications are in fact in a position to compete fairly
30 and reasonably with their American contemporaries cir-



L'Ami

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We are all aware, although we do not come into direct contact with this side of the publishing business, that the basis of any magazine's revenue is the advertisement. It is a rare magazine indeed that can survive on subscription fees alone.

I will say at once that we have made some general enquiries into this matter, and our information is that there are four conditions working against the Canadian magazine or periodical publisher vis-a-vis his American competitor. We may list them briefly as follows:

A. Production costs. - This is a general condition, and can be explained simply by saying that the longer the press run the lower the unit cost of any publication. American publications, with their greater markets, have longer press runs, and can extend circulation into Canada at low cost.

B. Circulation of American magazines and periodicals is therefore extended to Canada quite largely, and the American advertiser consequently tends to rely on this overflow to carry his selling talk to Canadians, rather than buying space in Canadian publications. The revenues of our magazines are affected.

C. The American publisher is able to undersell his Canadian competitor because his magazine has already absorbed most of its editorial cost in its American distribution, and the Canadian overflow is what we might slangily call "buckshee". Anything he can pick up in Canada is "so much velvet", as the saying goes. Therefore he can -- and does -- offer the Canadian



1 advertiser a price for advertising which is
2 often below anything a Canadian publisher, with his higher
3 unit costs, can offer. Some American magazines have
4 what are called "Canadian editions", printed and pub-
5 listed, they say, in Canada. But the amount of real
6 Canadian material in these "Canadian editions" is by no
7 means predominant, and the printing is done largely
8 from plates, with no composition, and little work is
9 offered to the Canadian printing craftsman. Yet these
10 so-called "Canadian editions" can and do absorb a
11 good proportion of the Canadian advertising dollar. This
12 may be partly due to that curious, but ubiquitous,
13 Canadian inferiority feeling which makes our people think
14 that anything done in the mills of our great neighbour is
15 necessarily bigger and better than anything we can do,
16 and an advertisement in an American publication therefore
17 offers greater prestige and carries more weight than the
18 same advertisement in a Canadian publication. But is is
19 also due to the American magazine's ability to offer
20 lower rates. Our information is that of all the calculable
21 advertising revenue of magazines and periodicals in
22 Canada in 1959, forty percent was carried by two American
23 magazines alone.

24 D. American publishers are able to handle
25 their Canadian circulation on the basis of split runs.
26 That is, so many more copies of their regular editions
27 are simply run off for the benefit of American or Can-
28 adian advertisers wishing to aim their messages specifically
29 at the Canadian market. The Canadian advertiser is charged



1 on the basis of this Canadian circulation alone, and the
2 rate is considerably lower than what a Canadian
3 publisher would have to charge for the same distribution

4 It seems to us that if Canadian publications were
5 able to compete on a more even basis with their American
6 contemporaries, they would be able also to offer more
7 encouragement to the beginning Canadian author, and even
8 to authors of greater experience and standing.

9 We have one other point which we would like to
10 make to the Commissioners. Much has been said of the
11 dangers to our cultural development inherent in a pub-
12 lishing situation such as we have at the present, where
13 our markets are dominated by imported magazines and
14 periodicals, and our people read little else. No doubt
15 there is some validity in this point of view. But we must
16 remember that the American people are considerably
17 affected by imported cultural material, too -- even,
18 surprisingly, by ours. I have heard mild
19 complaints from American visitors that their people
20 along the Canadian border are paying far too much
21 attention to Canadian radio and television programs.
22 And we have, indeed, a good deal of evidence of
23 quite a large American audience for the broadcasts of our
24 national radio and TV system. And there is a very large
25 flood of publications from other parts of the English-
26 speaking world entering the United States, especially in
27 book importations from the United Kingdom. The American
28 people are affected, as we are, by the arts, the ideas,
29 the viewpoints of other peoples, and what they export to



1 us in their magazines and periodicals is a blend of
2 many thoughts, of many origins. Their magazines include
3 writings of interest from many countries, and although
4 they naturally prefer their own, "their own" has become
5 a skein of many-coloured threads.

6 We suggest that a similar heterogeneity of
7 taste might be of benefit also to Canada. The trouble
8 with our reading, we think, is not so much that it is
9 dominated by imported periodicals, but that the impor-
10 tations are far too predominantly from one country, that
11 of our southern neighbours. If something could be
12 done to encourage other importations, from other English-
13 speaking countries, the United Kingdom, Australia, New
14 Zealand, South Africa, India -- I believe there
15 are some magnificent English publications in India --
16 and from France, our other mother country, it seems to
17 us that it would be to our advantage and might serve to
18 mitigate the perhaps excessive influence of our American
19 importations, provided of course these imported publications
20 would be placed on a basis of equal competition with
21 our Canadian publications. This is an age when distances
22 seem to matter less and less. If we could bring in, say
23 half as many arts, writings, ideas, thoughts from
24 across the Atlantic as we do from across the 49th parallel,
25 it might, combined with our Canadian production, make a
26 fairer balance in our cultural intake. We have all the
27 English-speaking world to draw from, and it does not
28 seem impossible that the best French magazines -- and in
29
30



1 this, gentlemen, we do not refer to La Vie Parisienne
2 alone -- should not enjoy a fair circulation here, even
3 in predominantly English-speaking sections. Most of us
4 now-adays have enough French to follow simple writings,
5 and it takes no knowledge of the language to look at the
6 pictures. It might be an experiment worth trying, if
7 means can be found to encourage the distribution of such
8 trans-Atlantic magazines in Canada.

9 On that point, Mr. Commissioner, may I add
10 one oral note? I have heard one of the Commissioners
11 this morning making several references and I am not
12 sure if I quote the Commissioner correctly -- to the
13 "free flow of Canadian ideas." We have never, I am
14 afraid, been in the position of attaching nationality
15 to ideas. We have always felt that ideas, after all,
16 have no nationality. They are curious things which
17 can be given away and still retained. However, perhaps
18 I am not catching the Commissioner's point of view ex-
19 actly.

20 In conclusion, Mr. Commissioner, I might say
21 that the Canadian Authors Association is itself the
22 publisher of two Canadian periodicals, the Canadian
23 Author and Bookman, and the Canadian Poetry Magazine.
24 These are not, in the nature of things,
25 commercial ventures, and we do not suggest that they are
26 greatly affected by the competition of imported
27 publications. But they serve a purpose, however, modest,
28 in keeping some of the more recondite sorts of Canadian
29 writing alive, and it is our feeling that if anything can
30



L'Ami

111

be done for them along fiscal lines, it might be worth doing. We do not have, in Canada, as authors and artists once had, the advantage of rich patrons, and to preserve certain frail but precious things in our cultural life, it often becomes necessary to turn to our government for help.

Respectfully submitted.

COMMISSIONER JOHNSTON: Mr. L'Ami, the phrase "free flow of ideas" is not mine. It comes from one of the Winnipeg newspapers. I take it, Mr. L'Ami, that you do not make your living by writing?

MR. L'AMI: I have never made my living solely by writing, Mr. Chairman. No. However, I am associated with the Authors Association.

COMMISSIONER JOHNSTON: What do you do when you are not writing?

MR. L'AMI: I do a great many different things, Mr. Chairman. But, mainly, I am a member of the local staff of the Canadian Broadcasting Corporation.

COMMISSIONER JOHNSTON: I see. That probably explains the plug for the C.B.C.

MR. L'AMI: We always plug it on every possible opportunity, sir.



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10 113

(L'Ami) - 112 -

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2 COMMISSIONER JOHNSTON: I am a member
3 of the Canadian Authors Association, at least, I pay my
4 dues. I sometimes wonder if presidents of national
5 associations have the authority to commit the
6 individual members to a line of thought. This is
7 a line of which I approve. I do not know I
8 approve of the national president committing me without
9 prior consultation.

10 MR. L'AMI: The national president has
11 not attempted to commit us to anything, Mr. Commissioner.
12 He has agreed generally with what we are doing here.

13 COMMISSIONER JOHNSTON: Then he is really
14 speaking as an individual.

15 MR. L'AMI: Yes.

16 COMMISSIONER JOHNSTON: That is all I have.

17 COMMISSIONER BEAUBIEN: No questions.

18 THE CHAIRMAN: Thank you very much.

19 I think this closes our sittings for today.
20 Thank you all for coming.

21 MR. DOJACK: Mr. Chairman, may I correct
22 a statement I made. I understood you to ask
23 of the readership of language papers, now I think
24 it was circulation.

25 THE CHAIRMAN: I asked about circulation.

26 MR. DOJACK: I thought you said your
27 circulation. I implied there was 2½ million. I
28 meant readership.

29 THE CHAIRMAN: I was wondering.
30



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1 MR. DOJACK: I was merely giving a
2 guess. I do not really know.

3 THE CHAIRMAN: We understand.

4 MR. DOJACK: I would probably say the
5 circulation would be closer to three-quarters of a
6 million.

7 THE CHAIRMAN: You are still higher than
8 the Journal.

9 MR. DOJACK: Yes.

10 THE CHAIRMAN: Thank you for coming. You
11 have all been very, very helpful. We hope you will
12 be hearing from us shortly.

13
14 ---The Commission adjourned its Winnipeg hearings to
15 meet in Quebec, P.Q., November 28th, 1960.

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ROYAL COMMISSION ON

Publications

HEARINGS

HELD AT

QUEBEC CITY

VOLUME No.:

DATE:

11

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4 ROYAL COMMISSION ON PUBLICATIONS

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6 Proceedings of hearings held in
7 the Court House in the City of
8 Quebec, P.Q., on the 28th day of
9 November, 1960, at 10.30 a.m.

10
11 COMMISSION:

12 M. GRATTAN O'LEARY Chairman

13 J. GEORGE JOHNSTON Member

14 CLAUDE P. BEAUBIEN Member

15 ---

16 P. MICHAEL PITFIELD Secretary

17 G.H. QUINN Administrative
18 Officer

19 ---
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--- On commencing at 10.30 a.m.

PAR LE SECRETAIRE:

Procès-verbal d'une assemblée du Comité du Conseil Privé,
approuvé par Son Excellence le Gouverneur-Général, le 16
septembre 1960.

Le Comité du Conseil Privé a pris connaissance d'un rapport du Très Honorable John-G. Diefenbaker, le Premier-Ministre, signalant:

Que les magazines et périodiques canadiens ajoutent à la richesse et à la diversité de la vie canadienne et sont essentiels à la vie culturelle et à l'unité nationale; et

Qu'on a prétendu que la concurrence injuste provenant de périodiques étrangers de toutes sortes a porté préjudice à la publication de magazines canadiens.

En conséquence, le Comité, sur la recommandation du Premier-Ministre, stipule que:

M. Grattan O'Leary,	de la ville d'Ottawa
John-Georges Johnston,	de la ville de Toronto et
Claude-P. Beaubien,	de la ville de Montréal

soient nommés Commissaires en vertu de la Partie 1 de la Loi des Enquêtes.

Q-2

- (a) pour enquêter et faire rapport sur la situation récente et présente, et les perspectives de magazines et autres périodiques canadiens, avec considération spéciale mais non exclusive aux problèmes créés par la concurrence de publications semblables qui sont en grande partie ou entièrement publiées en dehors du Canada et dont le contenu est en grande partie ou entièrement étranger; et
- (b) pour faire des recommandations au gouvernement sur les mesures qu'il pourrait adopter qui, tout en respectant la liberté de la presse, contribueraient à un plus grand développement de l'identité canadienne par la publication de périodiques essentiellement canadiens.

Le Comité stipule également:

- 1. - Que les Commissaires soient autorisés à exercer tous les pouvoirs qui leur sont conférés par l'article 11 de la Loi des Enquêtes avec la pleine et entière collaboration des ministères et agences gouvernementaux;
- 2. - Que les Commissaires adoptent tels procédés et mesures qu'ils pourraient, de temps à autre, juger expéditifs

Q-3

pour la conduite efficace de l'enquête et qu'ils siègent aux temps et aux lieux, au Canada, selon qu'ils le jugeront à propos de temps à autre;

3.- Que les Commissaires soient autorisés à retenir les services de tout Conseil, personnel et conseillers techniques dont ils auront besoin, au taux de rémunération et de remboursement sujet à l'approbation du Conseil du Trésor;

4.- Que les Commissaires fassent rapport au Gouverneur en conseil, dans un délai raisonnable, et remettent à l'archiviste du Canada, les documents et dossiers de la Commission, aussitôt que possible après la fin de l'enquête; et

5.- Que M. Grattan O'Leary soit président de la Commission.

R.-B. Bryce,
Greffier du Conseil Privé.

-O-O-O-O-O-O-O-O-O-O-O-O-O-O-



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2 THE CHAIRMAN: Gentlemen, if I venture to say
3 a word to you in French I am sure that only my colleague
4 from Toronto Mr. Johnston would understand me, and that
5 I would have to repeat it all for the benefit of those
6 who speak French.

7 Let me say in my own language how privileged
8 we feel in our quest of one aspect of Canadianism to
9 come to this City of old renown, the very cradle of so
10 much that is good in our Canadian story.

11 We welcome you here and we feel sure you have
12 things to tell us that we need to know, and we would
13 like you to believe that we will give anything you say to
14 us the utmost of consideration. Thank you.

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Q-4

Rapport de monsieur Jean-Charles Bonenfant,
Conservateur de la bibliothèque du Gouverne-
ment de la Province de Québec.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Quels sont vos titres, vos qualités, monsieur Bonen-
fant?

R - Je suis le directeur de la bibliothèque provinciale,
conservateur de la bibliothèque du Gouvernement Pro-
vincial.

PAR M. CLAUDE-P. BEAUBIEN:

Vous jugez que la bibliothèque du Gouvernement est
intéressée sinon à la lecture, mais à la conservation
des revues....?

PAR MONSIEUR BONENFANT:

Mon seul mandat est de lire le mémoire qui a été fait,
qui a été préparé par le Premier-Ministre et ses collè-
gues, et comme je suis le premier à adresser la paro-
le, je suis directeur de la bibliothèque de la Législature
Provinciale, comme je suis le premier à adresser la
parole, vous me permettrez de vous souhaiter la bienve-

Q-5

nue et de vous dire comme nous sommes heureux, dans la Province de Québec, de vous accueillir.

Je vais vous donner la lecture du mémoire de la Province de Québec.

(Le présent mémoire est coté Q-1).

Bien que la province de Québec, à cause de ses limites géographiques, ne doive pas être identifiée comme représentant de toute la population de langue française du Canada, il reste que l'opinion publique en général et le Gouvernement du Canada plus spécialement ont accoutumé de regarder notre province, à toute fin pratique, comme le porte-parole de tout le groupe canadien d'expression française.

C'est donc comme tel, mais sans vouloir pour autant chasser sur les terres d'autrui, que nous exposons ici notre point de vue.

L'on comprendra notre situation particulière vis-à-vis du périodique étranger de langue française, qu'il soit de caractère général ou nettement spécialisé; nous ne pouvons consentir à ce qu'il soit ostracisé au nom d'un protectionnisme quelconque qui signifierait pour nous une dangereuse coupure

Q-6

d'avec la tradition et la culture françaises. Ce serait certes un appauvrissement culturel impensable si les 5,000,000 de Canadiens français, noyés dans un bloc colossal de langue anglaise, devaient un jour se priver des périodiques étrangers de haute tenue écrits dans leur langue.

L'on admettra sans peine également que nous n'avons pas, loin de là, les mêmes raisons que les Canadiens de langue anglaise de craindre l'invasion des périodiques étrangers et que, au contraire, le danger serait pour nous dans la carence plutôt que dans la pléthore.

Il est vrai que "les magasins et périodiques canadiens ajoutent à la richesse et à la diversité de la vie canadienne et sont essentiels à la culture et à l'unité du Canada" (Cf.: procès-verbal de l'assemblée du Comité du Conseil Privé, le 16 septembre 1960), et il est également vrai que "le Canada est le seul parmi les pays d'importance, dans le monde, dont les habitants lisent plus de périodiques étrangers que de périodiques nationaux", et que "les revues canadiennes ne sont défendues par aucun tarif protecteur". (Cf.: Rapport de la Commission royale d'enquête sur l'avancement des Arts, Lettres et Sciences au Canada, 1949-1951, pp.77-78).

Q-7

Mais un tel tarif protecteur serait-il désirable dans tous les cas? La concurrence, que l'on dit injuste, ne devrait-elle pas devenir un stimulant plutôt que de constituer un handicap?

Le plus sûr moyen, pour les périodiques canadiens, de concurrencer les périodiques étrangers, c'est justement de se hausser à leur niveau s'ils ne l'ont déjà atteint, car le meilleur critère pour apprécier un périodique, c'est encore son utilité et sa qualité et, pour des raisons historiques et ethnologiques évidentes, ce critère d'utilité et de qualité est encore plus important pour nous que pour les Canadiens de langue anglaise.

Pour ce qui est des périodiques américains, nous avons peut-être plus de raisons encore que les Canadiens de langue anglaise d'appréhender leur influence, la mentalité américaine étant encore plus à l'opposé de la nôtre que de la leur. Ces périodiques véhiculent dans notre milieu, en même temps que le bon, le moins bon et le pire. Que ce soit au moyen de rubriques fournies par des agences sur les sujets les plus divers: hygiène, mode, soins de beauté, cuisine, etc..., ou par la traduction de romans-feuilletons, de contes ou de nouvelles pour lesquels on pourrait faire appel à des auteurs canadiens, cette invasion risque de déformer notre idéal canadien et français.

Q-8

Mais il n'en reste pas moins que l'on ne peut pas se priver impunément de beaucoup de périodiques américains de grande classe.

Ce n'est donc pas en imposant des barrières tarifaires ou un boycottage systématique — et injuste parce que général — que l'on résoudra le problème. Ce boycottage ne pourrait s'exercer sans danger que sur la production périodique de bas étage, mais comment faire la discrimination et établir la ligne de partage des valeurs?

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Comment croyez-vous que l'on pourrait protéger nos périodiques?

PAR MONSIEUR JEAN-CHARLES BONENFANT:

Tout d'abord, je tiens à préciser ceci: mon seul mandat, au nom du Gouvernement, est de lire le mémoire que je viens de vous soumettre. Tout ce que je peux dire de plus, ce ne peut être qu'à titre personnel. Je me refuse à discuter, on ne m'en a pas demandé le mandat, et ce serait très délicat de ma part. Vous comprenez ma position, si vous avez des questions auxquelles je peux vous répondre à titre personnel, c'est un autre problème, mais

Q-9

je ne veux pas dépasser le cadre du texte que je viens de vous lire au nom de la Province de Québec.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Pourriez-vous répondre à quelques questions en anglais?

PAR MONSIEUR JEAN-CHARLES BONENFANT:

Is.

THE CHAIRMAN: Which would you say is your more serious competition in Quebec: publications coming in from the United States or from France?

MR. BONENFANT: On the popular review I think it is from the United States, but on the scientific it is from France. I think there is a very important distinction to make between scientific publications and popular publications.

THE CHAIRMAN: You would welcome the scientific publications?

MR. BONENFANT: Oh, yes.

THE CHAIRMAN: And the religious and literary -- those are welcome?

MR. BONENFANT: Yes.



1 THE CHAIRMAN: But what category of publica-
2 tions comes from France that competes with your more
3 popular publications?

4 MR. BONENFANT: We have magazines like Match,
5 Jours de France.

6 THE CHAIRMAN: They come in by ship?

7 MR. BONENFANT: By ship and by 'plane, I
8 think. They are more expensive when coming by 'plane.

9 THE CHAIRMAN: Are they sold on your news-
10 stands?

11 MR. BONENFANT: Yes.

12 THE CHAIRMAN: Are there some subscribers
13 as well?

14 MR. BONENFANT: Yes; for example, there are
15 many subscribers for Match.

16 THE CHAIRMAN: What has been the popular
17 reaction in Quebec to a magazine like this in French --
18 Chatelaine?

19 MR. BONENFANT: It is difficult for me to
20 answer that. My personal reaction was good but I am
21 not speaking on behalf of everybody. I am speaking on
22 behalf of the Government.

23 THE CHAIRMAN: But I am asking for your
24 opinion as well.

25 MR. BONENFANT: As a librarian I am interested
26 in quality; that is the criterion for me. I don't care
27 if the quality is coming from English-Canada or France,
28 as long as it is interesting. However, that is my
29 personal reaction.
30



1
2 THE CHAIRMAN: I understand that, sir. That
3 is what we want to get.

4 MR. BONENFANT: I think it is a very good
5 publication; Chatelaine in French is very good.

6 THE CHAIRMAN: What competition do you get
7 from the French edition of Reader's Digest?

8 MR. BONENFANT: I do not like Reader's Digest.
9 That is a personal approach, of course, because I do not
10 like such a magazine; and the same thing for the edition
11 in French or English.

12 THE CHAIRMAN: And this would go for the new
13 edition of Macleans also?

14 MR. BONENFANT: It is the same for Macleans.
15 It is not the same class of thing as Reader's Digest.

16 THE CHAIRMAN: But these are magazines
17 written and published in Montreal and the editors are
18 French-Canadians from Quebec.

19 MR. BONENFANT: Yes.

20 THE CHAIRMAN: The control and selection of
21 material is left in the hands of people here?

22 MR. BONENFANT: Yes, I think it is an
23 economic problem and I am not interested in economics.

24 THE CHAIRMAN: You say in your opinion: I
25 don't know if this is the opinion of the Province.

26 MR. BONENFANT: No, it is not the opinion of
27 the Province.

28 THE CHAIRMAN: It is your opinion a quality
29 magazine does not require tariff protection?
30



1 MR. BONENFANT: That is my personal opinion,
2 but I don't think it is the opinion of the Province.

3 THE CHAIRMAN: And the reason for that would
4 be that there would be no objection to quality magazines
5 coming into Quebec -- scientific, literary, philosophic
6 and so on.

7 MR. BONENFANT: That is right. At the
8 present time they are coming from France and England
9 and the United States.

10 THE CHAIRMAN: What would you do about the
11 popular magazines coming from France and the United
12 States?

13 MR. BONENFANT: I don't know the answer.

14 THE CHAIRMAN: Do you know anything about
15 Time magazine?

16 MR. BONENFANT: Oh, yes; I used to read
17 Time every week.

18 THE CHAIRMAN: You used to?

19 MR. BONENFANT: Yes.

20 THE CHAIRMAN: Have you stopped?

21 MR. BONENFANT: No.

22 THE CHAIRMAN: You still do?

23 MR. BONENFANT: I used to read Time and
24 Newsweek. I think they are very interesting. We have
25 not the same thing in French, of course. It is the
26 problem of a small people living near a large people
27 like the Americans.

28 THE CHAIRMAN: Have you a university press
29 in Quebec?
30



1
2 MR. BONENFANT: Yes, we have a press at
3 the University.

4 THE CHAIRMAN: And isn't there a magazine
5 called Relations?

6 MR. BONENFANT: Yes; I think it is a very
7 good magazine.

8 THE CHAIRMAN: In your opinion, what do you
9 suffer under in the Province of Quebec so far as publica-
10 tions are concerned of a good class? Are there handicaps
11 you know of that could be remedied by certain steps?

12 MR. BONENFANT: I think the main problem is
13 the problem of quality.

14 THE CHAIRMAN: Of quality?

15 MR. BONENFANT: Yes, and if our magazines
16 have good quality they would be sold and they would be
17 read. I am speaking as a librarian, of course.

18 THE CHAIRMAN: There was a magazine called
19 Review Moderne.

20 MR. BONENFANT: It was published in Montreal.

21 THE CHAIRMAN: And you don't call it a
22 quality magazine?

23 MR. BONENFANT: No.

24 THE CHAIRMAN: What have you in mind that
25 would help the publishers of good quality magazines in
26 this Province? Is this a basic problem of education in
27 the first place?

28 MR. BONENFANT: Yes, I think it is a problem
29 of education. I think the problem is created -- the
30 problem of universities and the problem of scholars.



1 It is not only a problem of money. It is a problem of
2 good scholars writing good articles and good papers.
3

4 THE CHAIRMAN: Has there been any increase
5 in the preparation of quality magazines, what we call
6 in Canada little magazines, in the last ten years?

7 MR. BONENFANT: In the Province of Quebec?

8 THE CHAIRMAN: Yes.

9 MR. BONENFANT: We have in Montreal a very
10 good magazine - "Liberte" and "Situation". Of course,
11 I think small magazines have only a few readers, of
12 course, but I think they are very interesting in that
13 field.

14 THE CHAIRMAN: Thank you very much.
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Q-10

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Est-ce que la circulation des petites revues a augmenté?

PAR MONSIEUR JEAN-CHARLES BONENFANT:

Encore, je tiens à préciser que j'ai lu le papier du Gouvernement, et tout ce que je peux dire maintenant, c'est en mon nom personnel. Vous demandez si la circulation des petits magazines a augmenté, je crois que la circulation, pour le milieu de la Province de Québec, est assez considérable. Je crois que quelqu'un va vous parler là-dessus.

Nous sommes quelques millions seulement, et je crois que les comparaisons que l'on peut faire avec d'autres pays où la population est plus considérable seraient dangereuses.

Le critère de tout cela, on vient à des fables de La Fontaine, c'est la lutte du pot de fer contre le pot de terre. Nous sommes un petit peuple auprès de grandes civilisations, cela complique nos problèmes et il est sur — moi, je suis intéressé à différentes disciplines — il est sur qu'entre deux (2) revues de science politique et de droit, je ne ferais pas d'achats chez nous. On choisit la qualité. Si je m'intéresse à un

Q-11

problème de droit et que celui qui me donne la solution soit de France, des Etats-Unis ou des Indes, je vais la prendre là.

Je vais revenir à la distinction que j'ai faite tout à l'heure entre la revue scientifique, cela couvre les sciences en général, le droit, la littérature, etc., et la Revue Populaire. Le grand problème est au niveau de la Revue Populaire. Comment pourrait-on pratiquer l'achat chez-nous? C'est là le problème.

Nous avons réussi au Canada à faire quelque chose de bien. Je songe, par exemple, à la revue "The Canadian Bar Review", cela peut se comparer aux revues du monde entier. En sciences, l'on a rien. Aux Indes, on en a, ailleurs aussi..... Là, c'est un problème universel.

Il y a un autre problème: il y a trop de dispersion. Il vaudrait beaucoup mieux que l'on réussisse une seule bonne revue que cinq (5) revues médiocres.

Ceci est mon opinion, ce n'est pas forcément celle du Gouvernement, je crois que tel est le problème des revues populaires. Je vous avoue que je ne suis pas très compétent là-dedans; comment faire vendre



1
2 plus de "Chatelaine" que de "Match" dans la Province de
3 Quebec? C'est un probleme qui m'interesse tres peu et
4 que je suis incapable de resoudre.

5 Je pense que cela resume pas mal ma pensee.

6 THE CHAIRMAN: You said you would not favour
7 a tariff to protect magazines of quality?

8 MR. BONENFANT: Yes, that is my opinion.

9 THE CHAIRMAN: What would you do to protect,
10 if it needed protection, a magazine like this which
11 comes in from France (indicating copy of French edition
12 of Chatelaine)?

13 MR. BONENFANT: I don't know; I don't
14 think it is possible for me to speak about that.

15 THE CHAIRMAN: Would you say you thought
16 they were worth saving?

17 MR. BONENFANT: I think so.

18 COMMISSIONER JOHNSTON: I am curious as to
19 why you read Time?

20 MR. BONENFANT: Because it is a very good
21 way to learn very rapidly what has been said and what
22 has been done in the world. I think with 30 minutes of
23 Time you know many things very quickly.

24 COMMISSIONER JOHNSTON: Do you read it
25 because of the Canadian content?

26 MR. BONENFANT: No, not at all.

27 THE CHAIRMAN: In this Province do you get
28 many of the more learned journals from the United States?
29 Do you get any of the university reviews?

30 MR. BONENFANT: Oh yes, of course. I am a



1
2 lawyer and interested in Law Review. In my library we
3 used to keep Yale Law Magazine, Columbia Law Review and
4 Harvard Law Review.

5 THE CHAIRMAN: What magazines?

6 MR. BONENFANT: American Political Science.

7 THE CHAIRMAN: Atlantic Monthly?

8 MR. BONENFANT: Oh yes, we have the complete
9 set of Atlantic Monthly from the beginning of 1840, I
10 think it is.

11 THE CHAIRMAN: And this would be true of
12 the University, and so on?

13 MR. BONENFANT: I think so, yes.

14 THE CHAIRMAN: Thank you very much, sir.

15
16

17 PAR LE REVEREND PERE EDMOND GAUDRON:
18 Directeur de la Revue Trimestrielle "Culture": Est-ce que
19 je dois lire le memoire?

20 PAR MONSIEUR CLAUDE-P. BEAUBIEN: Oui mon
21 Pere, voulez-vous vous identifier?

22 PAR LE REVEREND PERE EDMOND GAUDRON: Je
23 suis directeur de la revue "Culture". J'ai mon memoire
24 en francais et notre associe de langue anglaise aura
25 certainement quelque chose a dire, car je tiens a ce que
26 les gens de langue anglaise parlent en anglais au nom de
27 la revue. Alors, je pourrai commencer par l'exposer en
28 francais. Maintenant, est-ce que je dois lire tout le
29 memoire en francais? Il a plusieurs pages, et en plus,
30 j'ai des recommandations a formuler.

PAR MONSIEUR CLAUD-P. BEAUBIEN:

Oui, voulez-vous le lire tout en français.

(Le présent mémoire est coté Q-2)

Mon premier mot sera pour vous remercier d'avoir invité l'Association, que je représente, à vous soumettre ses opinions sur la situation actuelle des périodiques canadiens et à vous proposer certaines mesures que le Gouvernement pourrait adopter, en vue du plus grand développement de notre identité nationale par la publication des périodiques essentiellement canadiens.

Je tiens à ajouter que la direction de la revue "Culture", publiée par l'Association de recherches sur les sciences religieuses et profanes au Canada, apprécie grandement l'initiative du Gouvernement du Canada qui a institué l'enquête présente. Comme le signalait le Très Honorable John-G. Diefenbaker dans son rapport présenté au Comité du Conseil Privé, "les magasins et périodiques canadiens ajoutent à la richesse et à la diversité de la vie canadienne et sont essentiels à la vie culturelle et à l'unité nationale".

Pour répondre à votre invitation, Messieurs, nous parlerons:

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- a) de la situation des périodiques canadiens telle qu'elle nous apparaît;
- b) du problème inhérent à cette situation;
- c) de la solution susceptible d'être envisagée;
- d) enfin, nous terminerons par les recommandations soumises en vue de cette solution.

PRELIMINAIRES:

Etant donné que certains termes sont indifféremment employés pour signifier des périodiques qu'il est important de bien distinguer les uns des autres.

Etant donné qu'on ne donne pas toujours en français au mot magazine, le sens qu'il a dans la langue anglaise.

Nous définissons d'abord le sens que le présent mémoire entend attribuer aux termes suivants:

- a) Le mot périodique est le terme générique signifiant toute publication à périodicité variable.
- b) Le mot revue signifie le périodique spécifié par un objet (vulgarisation scientifique, science spécialisée,

Q-15

intérêt général et culturel). La revue est généralement sans but lucratif.

c) Le mot magazine est employé pour signifier ce que la langue française entend par ce terme, c'est-à-dire la seule catégorie des publications populaires, généralement illustrées et à but lucratif.

a) DE LA SITUATION DES PERIODIQUES CANADIENS
TELLE QU'ELLE NOUS APPARAÎT:

1.- On a bien signalé l'envahissement du marché canadien par les magazines américains, et avec raison. Mais nous croyons distinguer ce que l'on appelle vulgairement le "Magazine" de la revue. A propos de celle-ci, il y a encore lieu de distinguer la revue scientifique, celle de vulgarisation scientifique, et celle d'intérêt général et culturel.

2.- Nous croyons qu'il faut avoir bien présent à l'esprit ces genres différents de publications, avant de porter un jugement sur la concurrence qu'elles rencontrent dans les publications semblables distribuées au Canada et en grande partie ou entièrement publiées en dehors du Canada. Quand il s'agit de ce que l'on appelle vulgairement "magazine", il y a certainement concurrence entre les canadiens et ceux qui se publient aux Etats-Unis. Il faudrait même dire qu'il y a

Q-16

écrasement des premiers par les seconds. La concurrence n'est peut-être pas aussi désastreuse dans le domaine des périodiques de vulgarisation scientifique. Si nous parlons des revues d'intérêt général, et toutes publications sur des questions de chez nous, nous constaterons que leur misère ne vient pas tant de la concurrence que du désintéressement des Canadiens à l'endroit des choses canadiennes et de l'engouement qui se manifeste chez nous pour le "Digest". Quant aux revues scientifiques spécialisées, il n'y a plus lieu, nous semble-t-il, de parler de concurrence. Nous avons là un genre de revues qui ne connaît pas de frontière. Il est de l'intérêt de la science que ses promoteurs fassent connaître partout leur pensée et leurs découvertes. Il n'en est pas de même cependant pour les revues strictement culturelles, c'est-à-dire servant au développement d'une mentalité ouverte aux choses de l'esprit. Chaque peuple a droit à la conservation de la mentalité qui le spécifie. Ici encore, la misère de ces revues ne vient pas de la concurrence, mais de l'apathie des sans aspirations nationales.

Ces distinctions entre les différents périodiques sont largement tracées. Telles quelles, nous croyons bon de les faire. Elles nous seront par la suite nécessaires.

3. - Ces différences entre les périodiques, nous venons

Q-17

de les établir en tenant compte de leur objet. Il y a lieu aussi d'attirer l'attention sur une autre manière de distinguer les uns des autres ces mêmes périodiques. Si nous les considérons du point de vue de la fin qu'ils poursuivent, nous y distinguerons les publications à but lucratif et celles sans but lucratif. La distinction qui s'établit ici est sans doute encore moins nette que celle que nous venons de signaler en nous mettant au point de vue de l'objet des périodiques. Les périodiques à but lucratif n'écartent pas toujours ce qui est susceptible d'éclairer et d'instruire le lecteur; mais ce n'en est pas moins le profit à retirer de leur vente qui commande tout le reste. Par contre, les périodiques sans but lucratif soumettent tout à l'idée ou à un objectif culturel. De ces deux sortes de périodiques, ce sont les premiers qui ont immédiatement à souffrir de la concurrence étrangère. Il n'en est plus de même pour les périodiques à but non lucratif et dont l'objet est plus ou moins culturel. Ils sont d'ordinaire d'inspiration locale et ne tendent qu'à renseigner leurs lecteurs sur des questions actuelles. Ce n'est par conséquent pas la concurrence étrangère qui met des périodiques de cette espèce dans une situation précaire. Les difficultés financières auxquelles ils ont à faire face proviennent directement du trop peu d'encouragement qui leur vient du public. Indirectement

Q-18

toutefois ils ont à souffrir de la concurrence étrangère, qui leur soustrait des lecteurs plus attirés vers des périodiques avec lesquels ils ne peuvent rivaliser.

4.- En ce qui regarde encore la situation des périodiques canadiens, nous croyons devoir attirer l'attention sur ce fait: Si les magazines américains et autres périodiques populaires envahissent notre pays, ils ne sont pas les seuls à y pénétrer et à exercer leur concurrence, sans doute de moindre envergure, mais tout aussi pernicieuse, du moins en certains milieux.

b) DU PROBLEME INHERENT A LA SITUATION DES PERIODIQUES CANADIENS:

5.- Les différences qui spécifient les périodiques canadiens nous les montrent donc en même temps dans des positions diverses devant la concurrence étrangère. Tandis que les uns, nous voulons dire les magazines, sont dans un réel danger, a-t-on dit, de disparaître un jour devant la concurrence qui les frappe directement, l'état tout aussi inquiétant des autres est le produit de l'indifférence du public à leur égard. Ceux-ci cependant n'en subissent pas moins indirectement les effets désastreux de la même concurrence étrangère. Nous venons de le faire remarquer, c'est pour une

Q-19

large part parce qu'ils sont fortement attirés par les attrait des périodiques étrangers que les lecteurs canadiens se désintéressent de plus en plus de nos publications canadiennes.

6.- Vous nous ferez peut-être observer que c'est aussi par l'appât des magazines étrangers que le canadien est réduit à ne plus trouver d'intérêt même dans le magazine canadien; et nous serions amenés à dire que toutes les publications canadiennes, de quelque catégorie qu'elles soient, sont dans une position identique pour toutes: c'est-à-dire qu'elles sont submergées par le flot des périodiques étrangers qui ont tout pour captiver le lecteur canadien et le rendre indifférent à toutes celles de chez nous.

7.- Nous répondons: oui; toutes nos publications rencontrent finalement la concurrence étrangère, mais non de la même manière. Les unes, les magazines proprement dits ont devant eux un rival aux proportions gigantesques et qui a tous les moyens de les écraser. Son tirage énorme lui met entre les mains toutes les ressources pour se rendre attrayant et sa propagande est irrésistible. Les autres périodiques spécifiés, c'est-à-dire les revues, ne se trouvent pas immédiatement devant cette colossale concurrence qui menace le magazine proprement dit. Une revue d'actualité canadienne, une revue de vulgarisation scientifique, une revue de culture

Q-20

générale, ne se trouve pas devant le "Life" ou le "Time" évidemment comme devant un compétionnaire. Mais indirectement toutes les publications autres que les magazines proprement dits ont encore plus à souffrir de l'envahissement du marché canadien par les magazines étrangers. Le public les délaisse pour se mettre à la remorque de publications populaires qu'il trouve plus attrayantes. Le dommage que les magazines éprouvent de la concurrence étrangère est financier. Celui des revues devient la perte de toutes les possibilités qu'elles pourraient avoir de servir les idées et les fins nationales ou culturelles auxquelles elles sont exclusivement consacrées. Le désastre qui s'étend sur elles rejoint alors celui de toute une nation distraite de ses problèmes et de son idéal par toute une soi-disant littérature qui lui sert une nourriture qu'elle assimile finalement en cessant d'être elle-même.

8.- Voilà, à notre avis, le grand problème, le problème vital inhérent à la situation dans laquelle les périodiques canadiens se trouvent actuellement. Et ce problème vital il n'apparaît pas, tel qu'il est, tant qu'on n'a pas tenu compte des divergences profondes qui existent entre les différents périodiques canadiens. A cette seule condition on verra que, si tous nos périodiques sont finalement sous la menace conti-

Q-21

nuelle de la concurrence étrangère, ils ne le sont pas tous de la même manière. Et le mal le plus grand, ce n'est pas celui qui retombe sur des périodiques à but lucratif et qui se sentent incapables de soutenir la compétition étrangère. Le mal le plus radical c'est celui dont sont atteintes les autres publications mises au service du progrès et des idées qui doivent préparer notre avenir, c'est-à-dire toutes les autres publications sans but lucratif, toutes ces revues qui ne font souvent que vivoter et dont la mort entraînera la fin de notre identité nationale.

9.- Le peuple canadien est bi-ethnique. Il est, dans sa grande majorité, d'origine française ou anglaise. Toutes les autres races habitant le Canada se rangent autour des deux éléments principaux qui composent notre population. En butte à l'invasion des publications étrangères, de celles surtout qui nous viennent des Etats-Unis, les canadiens d'expression anglaise et ceux d'expression française sont de plus en plus exposés à oublier leurs traditions, à changer leur manière de vivre et à ne plus apercevoir leur idéal. Il faudrait passer en revue les divers domaines économique, social, éducatif, moral et religieux pour mesurer les effets désastreux des idées qui nous viennent

Q-22

d'ailleurs et qui ne sont pas faites pour assurer notre survie. Si l'influence américaine continue, par la voie de ses magazines, à exercer l'espèce de despotisme qui pèse de plus en plus sur notre population, ce n'est pas seulement la ruine des magazines canadiens et de leur entreprise financière qui en sera l'aboutissement fatal. On assistera à la disparition totale de deux grandes civilisations qui ont tout ce qu'il faut, chez nous, pour se compléter et former notre identité nationale que nous devons à tout prix conserver. De là le grand problème inhérent à la situation actuelle de nos périodiques.

c) LA SOLUTION SUSCEPTIBLE D'ETRE ENVISAGEE:

10.- L'attrait des magazines étrangers, l'universalité des questions qu'ils touchent, la propagande intensément servie par les agences d'abonnement, les dépôts dans les kiosques et la publicité sous toutes ses formes, voilà autant de facteurs du problème signalé qui sont de nature à nous faire désespérer d'en trouver la solution.

11.- La gravité de la question nous contraint cependant d'en chercher la solution, en nous mettant au point de vue autant culturel et social qu'économique. Vouloir apporter une solution en nous mettant exclusivement au ni-

Q-23

veau économique nous paraît peine perdue. Ce qui ne veut pas dire qu'il ne faille pas envisager les mesures à prendre pour diminuer le prix de revient de nos publications. On pourrait également considérer la possibilité d'une intensification de la publicité et du travail des agences d'abonnement.

12.- Ces mesures sont à prendre en sérieuse considération. Mais même quand elles auront été adoptées, tous nous serons persuadés que la situation des périodiques n'en sera pas suffisamment améliorée. Les magazines américains n'en auront pas perdu pour autant l'attrait qu'ils exercent sur notre public, trop souvent au détriment de la morale.

13.- Nous devons donc nous tourner du côté de nos périodiques eux-mêmes et chercher les moyens d'en relever la valeur de présentation et, par là même, l'attrait tout en sauvegardant la morale et notre identité nationale. Nous sommes alors devant le problème: Comment nous procurer ces moyens?

14.- Or, de tous nos périodiques, ceux du genre des magazines américains sont les plus capables de faire face aux dépenses nécessitées par leur revalorisation. S'ils réussissaient seulement à la condition de se faire les fac-similés

Q-24

de leurs compétionnaires américains, les résultats de l'invasion chez nous des magazines américains auraient tout simplement changé de source. Les nôtres en seraient les responsables. Si, d'autre part, nos magazines parvenaient à conquérir l'intérêt de notre public en se renouvelant de manière à servir notre identité nationale et les exigences de la moralité, nos autres publications seraient par le fait même devant une nouvelle concurrence qu'elles sont incapables de rencontrer, puisqu'elles sont presque toutes, sinon toutes, sans but lucratif. Leur concurrence n'aurait plus, dans l'hypothèse, les résultats qui découlent d'une concurrence étrangère et de nature à miner notre identité nationale. Mais il est fort douteux que, sans une concurrence qui leur vienne de chez nous et qui les maintienne dans les cadres d'une politique strictement canadienne, ces magazines améliorés persévéraient dans l'adoption de moyens propres à sauvegarder nos intérêts nationaux.

15.- En définitive, ce sont les revues sans but lucratif et qui ne sont pas directement sous l'emprise de la concurrence étrangère qui sont les plus aptes, si on leur donne les facilités de développer leurs propres initiatives, à créer un climat dont nos magazines auront finalement eux-mêmes

Q-25

à bénéficier. Il y a, par conséquent, une concurrence à provoquer chez nous entre, d'une part, les magazines malgré tout mieux favorisés financièrement que les publications sans but lucratif et, d'autre part, ces mêmes publications avant tout dévouées aux idées et aux valeurs nationales. Cette concurrence n'en serait pas une où la faillite attend le plus faible devant le plus fort. Elle n'en serait pas une, non plus, où le plus fort serait anémié jusqu'à disparaître. Il aurait toute la liberté des autres et ses initiatives seraient tout simplement maintenues dans les cadres communs où l'ensemble de nos publications serait retenu dans des préoccupations vraiment propres à sauvegarder notre identité nationale.

16.- En conclusion, vous nous permettrez d'attirer votre attention sur ce qui nous paraît être l'angle sous lequel il faut envisager le problème résultant de la situation actuelle de nos périodiques. Tout en accordant aux publications à but lucratif toute l'attention que méritent leurs rapports, le Gouvernement canadien, nous n'en doutons pas, recevra avec le maximum de compréhension les suggestions qui lui seront faites touchant les moyens de faciliter les initiatives les plus propres à mettre et à maintenir tous nos périodiques, sans exception, dans l'orientation voulue pour

Q-26

qu'ils ajoutent tous à la richesse, à la diversité et à l'authenticité de la vie canadienne.

Il me reste des recommandations.

(Le mémoire des recommandations est coté comme Q-3)

ATTENDU que toutes les mesures possibles et opportunes doivent être prises contre la concurrence étrangère rencontrée par les périodiques canadiens;

ATTENDU que les périodiques canadiens ne peuvent avoir raison de cette concurrence dans les conditions financières où elles se trouvent et surtout sans leur revalorisation;

ATTENDU que les mesures prises en leur faveur ne doivent pas avoir pour effet simplement de remplacer cette concurrence étrangère par celle que pourrait ensuite exercer, à l'intérieur du pays, les magazines canadiens devenus des fac-similés de ceux qui nous viennent de l'étranger;

ATTENDU que les périodiques canadiens, de toutes espèces, doivent, dans le sens proposé par le mé-

Q-27

moire ci-joint, ajouter à la richesse et à la diversité de la vie canadienne et jouer leur rôle essentiel à la vie morale et culturelle ainsi qu'à l'unité nationale;

ATTENDU que le problème inhérent à la situation présente des périodiques canadiens rejoint finalement celui de la conservation de notre identité nationale;

IL EST PROPOSE que messieurs les Commissaires, préposés à l'Enquête royale sur les publications canadiennes, fassent au Gouvernement canadien les recommandations suivantes:

- 1.- Qu'il soit fidèlement tenu compte des récents amendements à la loi du Code criminel No: 150, art. 8.
- 2.- Que le Ministère des Postes tienne compte des jugements portés par les magistrats en vertu de la loi et arrête, durant une période de six mois, la distribution subséquente des mêmes périodiques déclarés en contravention de la loi.
- 3.- Que l'exemption de la taxe de 8% soit accordée aux périodiques canadiens; exemption dont le Gouvernement pourra trouver la compensation dans

Q-28

le revenu provenant d'une taxe prélevée sur la vente des magazines étrangers, et autres articles non nécessaires ou de luxe.

- 4.- Que le Ministère des Postes déclare franc de port la distribution des périodiques canadiens et, en ce qui regarde les revues sans but lucratif et d'ordre culturel, également tout envoi ayant pour fin leur propagande.
- 5.- Que soit étudiée la possibilité de munir les périodiques illustrés et ceux qui pourraient le devenir de clichés ou matrices permettant à chaque province de révéler aux autres ses ressources naturelles, sa puissance industrielle et ses créations artistiques.
- 6.- Que le Gouvernement canadien soit instamment prié d'apporter toute son attention à la revalorisation des périodiques, telle que préconisée dans le mémoire ci-joint, et de prendre tous les moyens pour sauvegarder la dualité de culture qui ajoute à la richesse de la vie canadienne et constitue la garantie par excellence de notre identité nationale.
- 7.- En conséquence, que le Gouvernement canadien, devant la gravité du problème posé par la situation

Q-29

par la situation présente des périodiques canadiens, use de toutes les ressources pour amener les provinces à s'intéresser efficacement à la revalorisation de nos périodiques et qu'il offre, à cet effet, aux provinces le pourcentage d'impôt prélevé par lui et qu'elles jugeront nécessaire pour assumer les déboursés qui s'ensuivront.

- 8.- Que si le Gouvernement canadien veut bien mesurer toute la gravité du problème posé par la situation des périodiques, il est à espérer qu'il se rendra à cette conclusion:

Ce problème, qui rejoint celui de notre identité nationale en train de s'effacer sous la pression de l'influence étrangère et surtout américaine, n'aura pas, sur le seul plan économique, de solution définitive. Il est sans doute de la plus pressante urgence que le Gouvernement canadien améliore dans toute la mesure possible la situation économique des périodiques canadiens en tenant compte, par exemple, des numéros 3, 4 et 5 des présentes recommandations. Mais le problème national, qui est au fond de toute la question présente, aura sa solution radicale et nécessaire

Q-30

uniquement quand les provinces deviendront capables de résoudre le problème auquel il faut s'attaquer préalablement et qui est de leur ressort: celui de la revalorisation des périodiques dans le sens des numéros 6 et 7 des présentes recommandations, et au moyen d'un organisme permanent en même temps qu'autorisé à suivre le développement des initiatives privées et à faire au besoin aux gouvernements provinciaux des recommandations en faveur de celles qui manquent des moyens nécessaires à leur succès, dans le sens préconisé par le mémoire ci-joint.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Je vous remercie, mon Père. Est-ce que l'on pourrait vous demander quelques questions?

PAR LE REV. PERE EDMOND GAUDRON, O.F.M.:

Oui.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Voici, à la page 6 de votre rapport photocopié, vous faites allusion aux magazines américains?

Q-31

PAR LE REV. PERE EDMOND GAUDRON:

Oui.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Alors, voici: trouvez-vous que les magazines canadiens français soient sujets à une compétition aussi instance de la part des magazines français que de la part des magazines américains?

PAR LE REV. PERE EDMOND GAUDRON:

Non, parce qu'ils ont moins de moyens de publicité et qu'ils sont plus éloignés. Il suffit d'observer un peu pour constater que le canadien français lira plus de revues américaines, de magazines américains, plutôt, que de magazines étrangers français ou.....

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Est-ce que le tirage de "Match" n'augmente pas considérablement?

PAR LE REV. PERE EDMOND GAUDRON:

Oui. On fait beaucoup de publicité au "Match" et cela nous indique que l'emprise que les magazines

Q-32

américains ont actuellement leur vient de la propagation de la publicité autant que de leur contenu et de leur belle présentation, parce que si on les compare avec "Paris-Match", évidemment, "Match" est très bien, il peut soutenir la comparaison, pour celui qui lit les deux (2) langues, avec les magazines américains. Mais ce n'est pas encore là, sur ce point, qu'il faut attirer le plus l'attention, c'est sur ce climat canadien qu'il faut refaire, c'est en train de disparaître, c'est cela qu'il faut refaire, et quand cela sera refait, je crois que la situation aura complètement changé et la concurrence étrangère sera moins dangereuse, et il reste à se demander s'il resterait une concurrence.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Et dans un avenir immédiat, ne croyez-vous pas qu'il serait nécessaire de faire quelque chose pour protéger les magazines canadiens, autrement nous serons noyés....?

PAR LE REV. PERE EDMOND GAUDRON:

Oui, nous considérons que la question est urgente, qu'il ne faudrait pas que ce soit simplement une

Q-33

rencontre d'opinion, ici, qui montrerait, qui préciserait les positions du problème et rester devant le problème.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Ma intenant, avez-vous quelque chose à dire au sujet de la qualité...?

PAR LE REV. PERE EDMOND GAUDRON:

Naturellement, il y a quelque chose à dire à ce sujet. Quand vous avez des lecteurs sollicités par une quantité de magazines qui se lisent facilement, qui ont de l'attrait et qui se renseignent facilement, on y va, et dans ce temps-là, les revues locales d'intérêt national sont délaissés parce que, pour se mettre dans le problème qui est national qui est devant nous, notre problème à tous, cela demande un certain effort. Il faut être nationaux pour sentir l'acuité du problème, et si on ne le sent pas, c'est parce qu'on a déjà cessé d'être nationaux et que l'envahissement sera fatal.

J'aimerais que notre associé de langue anglaise puisse répondre en anglais, puisque la revue doit

Q-34

avoir ses deux (2) représentants, et il en fait partie.

MR. MULLINS: Mr. Chairman, my name is Stanley G. Mullins. I am professor in the faculty of letters, Laval University and assistant editor of "Culture". Father Gaudron has in French very clearly outlined his plans, and I should like briefly to give a summary in case you are doubtful. He begins by giving a clear distinction between magazines and reviews. Briefly, he says that magazines and reviews which are published for profit suffer directly from foreign competition -- American, French or Italian. The non-profit reviews which are chiefly of a literary nature or specialised do not suffer directly from this foreign competition but, rather, they suffer indirectly because potential readers are drawn to the reading of the mass media from these foreign countries. He says it is the apathy of the Canadian people with respect to Canadian identity which is at the root of the problem. That, I think, is a well-known fact. He suggests that apart from financial and



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2 technical solutions to this problem, Canadian competition
3 between reviews and magazines, if necessary, be organised.
4 Then it was brought up through the question of Mr.
5 Commissioner Beaubien that the immediate short-term
6 recommendation is on the financial level, whether by
7 means of free postal service for reviews or by increasing
8 the tax on foreign magazines and eliminating it on
9 Canadian magazines and reviews. But, the long-term
10 approach -- one which Father Gaudron and I insist on --
11 is that our Canadian magazines and reviews should -- and
12 I think the only English translation would be to reshape
13 our form, to improve the content by giving it more
14 Canadian character and an awakening of self-identity
15 here in Canada.

16 THE CHAIRMAN: I haven't the privilege of
17 knowing Culture. What is it -- a monthly?

18 MR. MULLINS: It appears four times a year
19 in magazine form. It is published here in Quebec. We
20 have also assistant editors in Toronto who gather the
21 material for the English section.

22 THE CHAIRMAN: And this deals with secular
23 and religious sciences?

24 MR. MULLINS: Yes.

25 THE CHAIRMAN: What about its circulation?

26 MR. MULLINS: It has a limited circulation
27 as far as numbers go, but as far as places go it is very
28 great -- about 800. For example, it goes to every
29 Canadian embassy throughout the world; 60 or 70 American
30 universities, 20 or 30 European universities, and all the



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Canadian universities.

THE CHAIRMAN: Is it all across Canada?

MR. MULLINS: Yes, and the purpose of Culture is to keep its readers appraised of development in the general field of knowledge of Canada, whether strictly literary or social -- that is to say, social science or economics and history.

THE CHAIRMAN: It is published in the French language?

MR. MULLINS: It is bi-lingual; it is the only bi-lingual learned journal in Canada. Dr. Gaudron in discussing the smaller magazines said that if something is not done we shall witness the downfall of two great civilizations, and he doesn't have much faith in action at the fiscal level. He says it would only seem to us to be a lost cause. I would like to put it to him, through you, does he not think, however, that if the state faced with this possible danger which he envisages took some kind of fiscal or economic action -- wouldn't that focus public attention on the problem and dispel some of the apathy which he says exists. I think he brings that out in some of his recommendations.

THE CHAIRMAN: But I notice quite a number of them concern the Provinces.

MR. MULLINS: No. If you take number four, regarding the postal authorities.

THE CHAIRMAN: Oh, yes.

MR. MULLINS: And if you take number three, the 8 per cent tax, that is definitely at the Federal



1 level, and I agree that as soon as you start mixing
2 Federal and provincial you will get public attention.
3

4 THE CHAIRMAN: But you are chiefly concerned
5 with the little magazines -- the scientific, philosophic
6 and literary?

7 MR. MULLINS: Not chiefly, no.

8 THE CHAIRMAN: But mainly, I thought? That
9 was what I got out of the translation.

10 MR. MULLINS: He covers the whole field and
11 is interested in the large magazines such as Macleans.

12 THE CHAIRMAN: I agree very much when he
13 said he hopes he would not be safeguarding or protecting
14 Canadian magazines from American and French just for
15 them to become replicas of those magazines.

16 MR. MULLINS: Yes, and we want our sense of
17 national identity and he stresses that at least five or
18 six times. I think that is the great point he wants to
19 make to the Commission.

20 THE CHAIRMAN: The great point?

21 MR. MULLINS: This reshaping, and this is
22 the long-term project. The short-term is financial, but
23 the long-term is to put some yeast into our own Canadian
24 matter.

25 THE CHAIRMAN: Thank you very much for an
26 excellent presentation.

27 --- Luncheon adjournment.
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--- On resuming at 2.30 p.m.

Q-35

PAR MADAME FERNANDE ST-MARTIN:

Je suis Fernande St-Martin, rédacteur de "Châtelaine" - "La Revue Moderne" -

(Le présent rapport est coté Q-4)

C'est en qualité de journaliste et de rédactrice en chef d'une nouvelle revue canadienne de langue française, que je désire soumettre les réflexions qui vont suivre à l'attention des distingués membres de la Commission royale d'enquête sur les publications.

Vous avez déjà au cours des dernières semaines, entendu de savantes études sur les problèmes aigus que doivent résoudre les publications canadiennes pour pouvoir survivre; vous savez déjà l'encouragement que ces revues apportent à l'industrie et au commerce canadien. Je voudrais avant tout rappeler que l'urgente nécessité de favoriser par tous les moyens possibles la publication de revues canadiennes, en langue anglaise comme en langue française, tient davantage encore au rôle inestimable et irremplaçable que les revues périodiques jouent dans la vie d'un peuple.

Car la formule même d'une revue qui est de donner à un peuple les moyens d'élaborer patiemment et d'affirmer

Q-36

sans détour son identité propre, permet l'utilisation continue de ressources culturelles qui sans elle, demeureraient latentes et inefficaces.

Et si les témoignages semblent écrasants qui affirment que la survie des revues canadiennes tient presque du miracle, je n'aurai guère besoin d'insister sur les problèmes vraiment inouïs qu'affrontent les revues canadiennes de langue française, dont la distribution est nécessairement restreinte par le nombre même des lecteurs auxquels elles s'adressent.

Aussi l'on ne s'étonne pas du fait que rares sont les nouvelles revues à grand tirage qui ont fait leur apparition dans le Québec depuis fort longtemps et l'on comprend que même celles qui ont pu survivre ne puissent posséder les moyens de concurrencer efficacement, sur le plan de la qualité, les importations françaises ou anglo-saxonnes qui rivalisent avec elles sur le marché local.

Châtelaine - La Revue Moderne est à la fois une revue très jeune et très ancienne. Jeune puisque publiée par la compagnie MacLean-Hunter, elle en est à son troisième numéro; ancienne, puisqu'elle s'inspire des solides traditions de la revue Châtelaine, publiée en anglais depuis 1928

Q-37

et de celles de la Revue Moderne dont le premier numéro parut en 1919 et le dernier en juin 1960, mais qui revit maintenant sous cette nouvelle formule.

2.- Consciente que le Canada Français représente la plus forte barrière peut-être qui puisse empêcher une trop grande américanisation des moeurs et de la pensée dans notre pays, la compagnie MacLean-Hunter a voulu ainsi poursuivre à un échelon vraiment national, le combat qu'elle mène si efficacement au Canada anglais depuis les débuts du siècle.

Reflétant le pluralisme culturel qui est à la base de notre Confédération, et refusant d'utiliser la trop fameuse tactique du "melting pot" si chère à nos voisins du Sud, cette compagnie a donné une complète autonomie éditoriale aux rédacteurs des éditions françaises de ses publications dans le Québec.

Pour que ce point soit clairement établi, je me permettrai de rappeler un bref extrait du Mémoire présenté devant cette même Commission à Ottawa par le président de notre compagnie, M. Floyd S. Chalmers:

Paragraphe 35 - "Les Canadiens-français sont fiers à juste

Q-38

titre de leur héritage culturel distinctif, déclare M. Chalmers. Ils consentent volontiers et cherchent à puiser à même les ressources créatrices et culturelles du monde entier ce qui peut contribuer à développer leur propre vitalité culturelle. Cependant, ils ne désirent pas davantage voir leur unique et brillante littérature, leurs traditions artistiques ou leur idéologie être noyée sous une marée d'influences venues des autres régions du Canada, que le Canada tout entier lui-même n'est désireux de voir son identité nationale détruite par une pénétration excessive d'idéologies ou d'influences culturelles et littéraires étrangères. Nous reconnaissons la valeur de ce point de vue des Canadiens-français et nous la respectons."

3.- L'on sait l'influence profonde de la femme dans la société canadienne-française, tout comme l'on peut imaginer l'influence de divers types de revues féminines, dont le tirage est énorme dans tous les pays d'Europe et d'Amérique sur les femmes qui les lisent.

Dans un milieu comme le nôtre qui s'industrialise et s'automatise à un rythme effarant, la femme continue d'être le plus authentique ferment d'une vie française, d'une continuité qui s'assouplit sans cesse pour enrichir l'avenir.

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Formant un groupe homogène, les Canadiennes-françaises sont peut-être les Canadiennes les moins touchées par le début d'américanisation que connaît notre pays. D'autre part, leur appartenance au continent nord-américain, leur attachement à des idéaux et à un contexte social fort différent de celui de la France, les différencient peut-être sur un nombre encore plus grand d'aspects de ses cousines françaises que de ses compagnes américaines.

Les femmes canadiennes-françaises ont manifesté de multiples façons leur volonté de contribuer activement à l'élaboration d'une culture canadienne-française autonome, qu'il s'agisse de l'éducation de ses enfants, la décoration de son foyer, le style de son vêtement ou les menus de sa table, autant que de réalisations plus remarquables encore sur le plan de la culture. Que l'on mentionne en effet la liste de nos femmes romancières et poètes, peintres, directrices de théâtre ou de galeries d'art, de comédiennes, de musiciennes ou de chanteuses et l'on s'apercevra que leur activité est non seulement aussi valable que celle de leurs collègues masculins, mais que sans elles, la culture canadienne-française perdrait ses éléments les plus dynamiques.

Ces réflexions, qui ne sont guère un plaidoyer mais une constatation de fait, voudraient seulement faire entrevoir

Q-40

quel caractère et quel rôle peut avoir en notre milieu une publication comme Châtelaine-La Revue Moderne, qui ne veut à aucun moment s'identifier à cette littérature d'évasion que sont trop souvent devenues les revues féminines aux XXe siècle, ne braquant leur objectif que sur les valeurs surfaîtes des vedettes de l'écran, de princes ou de princesses exilées ou non, ou d'une vie trépidante aux miroitements trompeurs.

Châtelaine-La Revue Moderne voudrait plutôt présenter aux Canadiennes-françaises une expression d'elles-mêmes, où elles reconnaîtront leur vie et leurs problèmes réels; elle veut être un instrument qui leur permettrait d'enrichir leur vie personnelle, celle de leur famille, et celle du milieu où elles vivent. Et c'est pour cela que cette revue dirigée et préparée par une équipe permanente de sept journalistes de langue française fait appel aux meilleurs écrivains du Canada français, aux meilleurs journalistes, aux meilleurs artistes et aux meilleurs photographes.

4.- Bien que cette revue ne puisse jamais connaître l'impressionnant chiffre de circulation, qui fait de sa revue soeur "Châtelaine" publiée à Toronto, la plus importante publication canadienne, avec une circulation d'environ 775,000 l'échelle des tarifs alloués aux collaborateurs de la revue de

Q-41

langue française est exactement la même que celle qui a été établie pour l'autre. On imagine aisément l'importance de ce "stimulus" pour le journalisme canadien-français.

Quelques chiffres rendront peut-être ce fait plus tangible. Rappelons par exemple que les grands articles ou reportages commandent un cachet de \$250.00 ou \$300.00, selon leur longueur, soit près de quatre fois plus que ce que les autres revues canadiennes-françaises ont pu offrir dans le passé à leurs collaborateurs. Les illustrateurs reçoivent \$175.00 pour un dessin en deux couleurs, \$350.00 pour un dessin en quatre couleurs. Il est difficile de comparer ces derniers chiffres avec ceux qui étaient de règle auparavant, car les débouchés en ce domaine étaient quasi inexistants. D'autre part, les photographes peuvent recevoir de \$60.00 à \$250.00 pour une ou plusieurs photographies commandées par la revue.

Quant aux écrivains et romanciers, ils reçoivent habituellement \$400.00 pour la première insertion d'une de leurs nouvelles dans la revue, \$500.00 pour la deuxième et \$600.00 pour la troisième. Même le cachet minimum alloué à une nouvelle d'environ 5,000 mots est encore supérieur aux droits d'auteur que les plus connus d'entre eux peuvent espérer toucher, à partir des droits d'auteur que leur vaudrait

Q-42

la publication d'un roman en librairie.

Si l'on considère d'autre part que nos meilleurs écrivains ne peuvent profiter que d'un tirage moyen de 5,000 à 10,000 copies en librairie, rejoignant seulement cette mince élite qui dans quelques grandes villes achètent des livres, l'on se rendra compte de l'influence extraordinaire que peut avoir une revue comme celle-ci, rejoignant déjà 125,000 foyers, c'est-à-dire lue par près de deux ou trois fois plus de lecteurs pour faire connaître les oeuvres de nos écrivains, de nos essayistes et de nos artistes.

5.- Plus importante peut-être encore que cette oeuvre de décentralisation et de démocratisation de la culture canadienne-française, apparaît à nos yeux le véritable "stimulus à la création" qu'une revue peut représenter.

La quasi totalité des nouvelles, par exemple, qui ont déjà été publiées dans les trois premiers numéros de Châtelaine-La Revue Moderne, signées par Anne Hébert, Marcel Dubé, Guy Dufresne, Claude Jasmin et celles qui figureront dans les suivants, écrites par Claire France, Françoise Loranger, Maurice Gagnon ou Yves Thériault, tous écrivains dont la réputation est déjà établie, ont été com-

Q-43

mandées par la revue et écrites pour elle. Cet appel que nous avons fait, a permis à plusieurs d'entre eux une heureuse évasion des textes dialogués particulièrement éphémères de la télévision, laquelle demeurait jusqu'ici l'un des seuls débouchés au travail de nos écrivains. "Il y a tant de choses que j'ai pu dire dans ma nouvelle qu'il m'était impossible d'exprimer par le truchement de la télévision" nous disait Guy Dufresne, le célèbre auteur du programme télévisé "Cap-aux-Sorciers".

Et déjà cette revue est fière de révéler le talent de jeunes écrivains jusqu'ici inconnus, comme Louise Gareau-des Bois, Monique Larouche ou Paul Roussel, qui peuvent pour la première fois présenter leurs oeuvres au public, certaines d'entre elles ayant déjà été écrites il y a quelques années, mais n'ayant pas encore trouvé d'éditeurs.

Quant aux illustrateurs recrutés jusqu'ici, que ce soit Jacques Bédard, Jack Tremblay, Richard Racicot, Robert Sarrazin, Gabo ou Gaucher, aucun n'avait pu jusqu'ici consacrer ses talents à l'illustration d'oeuvres littéraires. Nous avons été heureux d'autre part d'utiliser le style alerte d'un Gabriel Bastien, mieux connu jusqu'ici chez nos compatriotes anglophones ou d'un Frederic Bach, qui oeuvre déjà à la télévision.

Q-44

Il en est de même pour les photographes. A côté du nom réputé d'un Marcel Cognac ou d'un George Fenyon, nous avons pu offrir un nouveau moyen d'expression au talent d'Evariste Desparois, Pierre Cucuel et André Le Coz.

Dans la section du journalisme écrit proprement dit, dans ces reportages et grandes enquêtes qui permettent de donner toute leur dimension aux nouvelles transitoires qui se bousculent sur les colonnes des quotidiens, une revue permet d'approfondir les événements, de développer leurs implications et de donner à la femme moderne les moyens de juger plus efficacement des divers problèmes personnels, familiaux, sociaux et culturels qui influencent sa vie et qu'elle peut influencer à son tour.

L'équipe est nombreuse et elle est encore ouverte à tous. Mentionnons seulement quelques noms parmi ceux qui ont pu déjà trouver un nouveau public: Gilles Potvin, Jean-Robert Rémillard, Adèle Lauzon, Solange Chalvin, Hélène Pilote, Pierre Perrault, etc., alors que les aînées, Judith Jasmin, Jean Le Moyne, Michel Brunet, Claude Mélançon, Jean Hamelin ou Michelle Lasnier, trouvaient dans une revue de nouvelles possibilités de nous faire connaître leur oeuvre et leur pensée. Demain, ce sera Alice Parizeau, une économiste, Renée Geoffroy ou Jeanne

Q-45

Dansereau, des mères de famille, et combien d'autres qui se révéleront dans notre milieu d'habiles écrivains à la pensée riche et solide.

Non seulement l'effort de tous ces écrivains, journalistes et artistes contribue par l'intermédiaire d'une revue à l'éducation de notre peuple et au développement de notre culture, mais l'importance de sa circulation décentralisera notre vie culturelle, l'élargira à toute notre province d'abord, créant de la Gaspésie à l'Abitibi, ce sentiment d'appartenance à un groupe dynamique, grâce à une communication collective à la pensée et à la sensibilité de nos meilleurs auteurs, pour s'étendre par la suite à toutes les minorités françaises de l'est à l'ouest du pays.

D'autre part, la formule particulière des éditions françaises et anglaises de Châtelaine, qui se réserve le privilège d'utiliser le meilleur de ce qui est produit au Canada anglais et au Canada français dans l'une ou l'autre des publications, permettra sans doute sous peu aux oeuvres des auteurs canadiens-français de trouver une audience au Canada anglais, permettant à la pensée canadienne-française d'être enfin connue dans le reste du pays et de jouer le rôle qui lui revient dans l'édification d'un Canada fort et uni, pouvant remplir adéquatement son rôle dans le concert des nations.

Q-46

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Madame St-Martin, pourriez-vous nous donner brièvement l'historique de votre revue "Châtelaine", comment elle a pris naissance et pourquoi?

PAR Mme FERNANDE ST-MARTIN:

Voilà, je sais que depuis 1928, la date de fondation de "Châtelaine" en anglais, la compagnie avait songé à publier une revue bilingue. C'est dans ce but que le nom même de "Châtelaine" avait été choisi, en songeant que peut-être un jour, il se pourrait, on pourrait voir la publication d'une édition française de cette revue.

Les négociations ont été très longues et c'est seulement au printemps dernier que des accords sont intervenues entre "La Revue Moderne", le "Châtelaine" anglais et la compagnie "Mc Lean-Hunter" pour que soit choisie une équipe dans le Québec et que la date du premier numéro soit fixé au mois d'octobre 1960.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Q-47

Quel tirage avait La Revue Moderne avant d'être fusionnée avec "Châtelaine"?

PAR Mme FERNANDE ST-MARTIN:

Je crois qu'au mois de juin, alors qu'est publié son dernier numéro, c'était entre quatre-vingt-cinq (85) et quatre-vingt-dix mille ((90,000).

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Croyez-vous que La Revue Moderne aurait pu continuer à exister et à progresser?

PAR Mme FERNANDE ST-MARTIN:

Je suis convaincue qu'elle aurait pu continuer d'exister et de progresser, elle aurait pu le faire davantage depuis de nombreuses années, mais sûrement continuer de vivre tel qu'elle existait et avec l'encouragement des annonceurs.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Est-ce que La Revue Moderne est la principale...?

PAR Mme FERNANDE ST-MARTIN:

Une des deux (2) principales, car la Revue Populaire

Q-48

avec le même chiffre de circulation qu'elle a toujours...

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Et La Revue Populaire continue d'être publiée?

PAR Mme FERNANDE ST-MARTIN:

Oui.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Croyez-vous la concurrence des revues françaises aussi considérable et sévère vis-à-vis la revue "Châtelaine", comme les revues américaines vis-à-vis le magazine "Châtelaine"?

PAR Mme FERNANDE ST-MARTIN:

Surement pas aussi sévère. Tout d'abord, le chiffre de circulation des revues venant de France est assez bas, d'autre part, ces revues françaises publiées en France ne sollicitent — jusqu'ici du moins — aucune publicité de la part de l'industrie canadienne, ce qui fait qu'elle ne constitue pas une concurrence avec "La Revue Moderne".

Cependant, déjà certaines revues françaises ont annon-

Q-49

cé leur intention de publier, sous peu, on ne parle pas, d'une édition canadienne mais d'une section canadienne d'une revue française déjà existante. Si ces revues devaient solliciter l'aide de la publicité provenant de l'industrie canadienne, là, il se poserait un problème de concurrence; mais jusqu'ici, ce problème n'a pas existé.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Quelle est la revue la plus populaire qui existe en provenance de la France?

PAR Mme FERNANDE ST-MARTIN:

Je crois, je n'ai pas les chiffres exacts, mais je pense que la revue "Elle", c'est une revue féminine, serait celle qui aurait le plus grand chiffre de circulation dans la province de Québec, après, "Paris-Match".

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Après cela....?

PAR Mme FERNANDE ST-MARTIN:

"Marie-Claire", "Marie-France" qui sont des revues

Q-50

d'intérêt général pour la femme, et un très grand nombre de revues pour mineurs qui sont des revues selon la formule américaine "Histoires Vraies", "Confidences", "Expériences vécues". Il y en a un certain nombre.

PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Est-il vrai qu'il y a des revues françaises ou étrangères en circulation dans la province de Québec qui ne sont pas datées?

PAR Mme FERNANDE ST-MARTIN:

On m'avait déjà mentionné ce détail. Je ne crois pas en aucun cas qu'elles pourraient s'adresser aux revues les plus importantes comme "Elle", "Paris-Match", "Marie-France", "Marie-Claire".... peut-être que certaines autres revues qui ne comportent aucun élément de journalisme proprement dit, mais qui sont de la formule de "Confidences", "True story", peut-être, il est possible que ces revues-là soient distribuées ici, que des invendues soient distribuées ici dans les mois qui suivent leur livraison, mais je ne pourrais pas l'affirmer.



1 THE CHAIRMAN: What publications offer you
2 the most competition at the present time?

3 MME. ST-MARTIN: I would say La Revue
4 Populaire because it has a large circulation.

5 THE CHAIRMAN: But it is local. What about
6 outside competition?

7 MME. ST-MARTIN: As I was saying before,
8 the American magazines are read by French-Canadian women
9 and I would believe that the American magazines would
10 have more circulation than the French ones like Elle,
11 because I was told by some directors of the organisation
12 of Elle that they had, I think, only 15,000 -- and it may
13 have been less than that -- in Quebec. So, I would
14 think French-Canadian women would read more American
15 magazines in English than French magazines.

16 THE CHAIRMAN: In your fifth paragraph you
17 say circulation reviews have appeared in Quebec for the
18 past many years and we understand it is probable that the
19 few remaining today would be forced out of existence in
20 the near future. Don't you think that the Maclean-Hunter
21 people took quite a bit of risk coming in here and
22 starting Chatelaine under such perilous conditions.

23 MME. ST-MARTIN: They certainly took a lot
24 of risk and they have invested large capital.

25 THE CHAIRMAN: Do you feel they were aware
26 of the condition when they came in here?

27 MME. ST-MARTIN: They certainly were, but
28 they have had in English-Canada a very positive attitude
29 towards these problems and they have started in Quebec
30



1 an organisation which seems to be thriving already.
2 La Revue Moderne has enlarged its circulation by 25 or
3 30,000.
4

5 THE CHAIRMAN: Is this the first print?

6 MME. ST-MARTIN: No, that is the third.

7 THE CHAIRMAN: And it is going well?

8 MME. ST-MARTIN: Yes.

9 THE CHAIRMAN: So far it is not feeling the
10 effects of competition?

11 MME. ST-MARTIN: No, I would not say so.
12 It would be only if some foreign magazines -- for
13 instance, we do acknowledge and are very happy to see
14 many French magazines read by French-Canadian women even
15 if they are coming from a very different society and
16 French-Canadian women can't really recognise themselves,
17 but we feel any contribution from French culture --
18 France itself or any of the other French countries of Afri-
19 ca and everywhere else -- is a great help to our French
20 culture in Quebec.

21 THE CHAIRMAN: Are you in a position to say
22 whether these three prints have been successful in a
23 financial way in the advertising they carry, and so on.

24 MME. ST-MARTIN: They have ---

25 THE CHAIRMAN: Well, I won't ask the
26 question.

27 MME. ST-MARTIN: They have been successful
28 in a way and not in another; that is, that the company
29 is quite certain -- and this has been proved by the
30 first three issues also -- that they will lose money for



1 four years before seeing any profit of any kind and,
2 naturally, they have counted on the exact deficit they
3 were expecting, so we can say it was successful in this
4 way because they have more deficit.

5 THE CHAIRMAN: After four years they hope
6 to be successful regardless of the peril you have
7 mentioned here?

8 MME. ST-MARTIN: Yes, because we believe
9 the French-Canadian men and women would certainly be
10 interested in local production, in a magazine which
11 features their own writers and journalists, and speaking
12 to them about the problems they are interested in.

13 THE CHAIRMAN: What is the connection
14 between the French edition of Chatelaine and the English
15 edition in French-speaking Canada -- editorially and
16 financially?

17 MME. ST.MARTIN: Well, financially they
18 are completely separated. There is a different budget.
19 They are a different team, and editorially they are made
20 by a different group of journalists. There is common
21 ground in the realm of four-colour illustrations which
22 are very expensive. This is the reason why ours carries
23 the same illustrations as the English one.

24 THE CHAIRMAN: They are prepared in Toronto
25 and sent to you?

26 MME. ST-MARTIN: Yes.

27 THE CHAIRMAN: Do you decide on the editorial
28 content of Chatelaine here in Quebec?

29 MME. ST-MARTIN: Yes, I have the whole and
30



1 complete authority.

2 THE CHAIRMAN: And make the complete
3 decision?

4 MME. ST-MARTIN: Yes.

5 THE CHAIRMAN: Do you exchange articles
6 with the English-speaking one?

7 MME. ST-MARTIN: We hope to do so but it is
8 a very difficult problem because our magazines are
9 prepared three months in advance. We are now preparing
10 the March one, and we still have many problems just to
11 establish this French-Canadian magazine which is very
12 different from any kind of magazine before. By this I
13 mean for the authors: as I have mentioned in my brief,
14 no French-Canadian authors did write for short stories
15 before, because there was no market for them. It was
16 better for them, even at the start of their career, to
17 try to write a full novel because they could get it
18 published; or, they would write for T.V. or radio.

19 THE CHAIRMAN: Do you emphasise fiction in
20 Chatelaine?

21 MME. ST-MARTIN: We would not say we
22 emphasise. We try to make an equal part fiction and
23 reportage, and specific things interesting to women at
24 home.

25 THE CHAIRMAN: Do you seek out new writers
26 in Quebec?

27 MME. ST-MARTIN: We do.

28 THE CHAIRMAN: Do you have some way of
29 finding them? How do you discover new writers? Do you
30



1 just trust or rely on what is sent in to you?

2
3 MME. ST-MARTIN: No; we do search. That
4 is our main task now, and this is the reason that until
5 now there has been no real exchange between the French
6 edition of Chatelaine and the English one because we
7 still have to work from one issue to another because we
8 don't have enough writers who have started to work for
9 magazines. It is new work for them and it is not the
10 same as writing a small article in the paper. It is a
11 different technique and this is why we don't have a
12 backlog of articles which would make it possible for the
13 English magazine to look into it and choose to publish
14 it in three or four months.

15 THE CHAIRMAN: Have you a large staff in
16 Montreal?

17 MME. ST-MARTIN: We have six in Montreal
18 and one in Toronto where the magazine is printed.

19 THE CHAIRMAN: How would that compare with
20 the staff for Chatelaine in Toronto?

21 MME. ST-MARTIN: It is much smaller. I
22 don't have the exact figures.

23 THE CHAIRMAN: Do they sometimes use an
24 article you use in Quebec?

25 MME. ST-MARTIN: They want to do so, and
26 they are specially interested in having a contribution
27 from our authors because they really have some problems,
28 it seems, to find good fiction pieces by Anglo-Canadians
29 who are more attracted to the American market because of
30 the price in the United States.



1 THE CHAIRMAN: Thank you very much.

2 COMMISSIONER BEAUBIEN: Does Selective
3 prove to be a serious competitor to your paper?

4 MME. ST-MARTIN: I believe Selective would
5 be quite a competitor, though the nature of the magazine
6 is so different that we feel the readers will be attracted
7 by this form of magazine which is different and did not
8 exist before. So, we are quite confident. They have
9 a large circulation but we certainly feel that the more
10 magazines there are the more people will get interested
11 in reading magazines and will be able to compare one to
12 another. They will get the impulse to read more and more,
13 so I don't think one magazine would stop readers from
14 looking at another in the country.

15 THE CHAIRMAN: Would you say if you got out
16 a first-class magazine with a good editorial content that
17 French-Canadian women or men -- would you think that
18 would free you from most of the dangers mentioned in the
19 brief?

20 MME. ST-MARTIN: Not completely because the
21 French-Canadian market is necessarily limited to the
22 population of this country. A Canadian publication can
23 never get the same public as an American one.

24 THE CHAIRMAN: What comes from France that
25 might be a competitor?

26 MME. ST-MARTIN: I would say Elle is such a
27 competitor for us. It has more than a million circulation.

28 THE CHAIRMAN: Are these fiction magazines?

29 MME. ST-MARTIN: No, they are general
30



1
2 interest magazines for women.

3 COMMISSIONER JOHNSTON: You mentioned a
4 staff of seven people -- six here and one in Toronto:
5 that is the editorial staff, is it -- or is it adver-
6 tising also?

7 MME. ST-MARTIN: Oh, no; editorial only.

8 COMMISSIONER JOHNSTON: Do you know anything
9 about the advertising staff?

10 MME. ST-MARTIN: No, really I don't.

11 COMMISSIONER JOHNSTON: You have no idea
12 whether there is a combination advertising rate for the
13 English and the French?

14 MME. ST-MARTIN: There is certainly all
15 kinds of work together between the two, but I don't know
16 much about it.

17 COMMISSIONER JOHNSTON: You don't know if
18 anyone from the business side of your paper will be
19 coming to see us?

20 THE CHAIRMAN: I don't think there is.

21 MME. ST-MARTIN: Maybe some of the editors
22 of the English Chatelaine will be in Toronto at your
23 hearings.

24 COMMISSIONER JOHNSTON: You mentioned
25 about the four-colour illustration.

26 MME. ST-MARTIN: Yes, the four-colour
27 illustration.

28 COMMISSIONER JOHNSTON: And the other
29 artwork?

30 MME. ST.-MARTIN: That is done in Quebec



1 by French-Canadians. You must understand that this
2 team of seven journalists in Montreal is only looking
3 over the material and production of the magazine because
4 the formula of the magazine is freelance contribution.
5 These people are only responsible for seeing to the
6 technical problems -- production and proof-reading;
7 but the real editorial team of such a magazine is all
8 the journalists and writers of French-Canada.

9 COMMISSIONER JOHNSTON: And you have the
10 final choice yourself.

11 MME. ST-MARTIN: That is right.

12 COMMISSIONER JOHNSTON: You don't believe
13 a French language magazine could be edited from Toronto?
14

15 MME. ST-MARTIN: Well, it is almost impos-
16 sible; it is too far.

17 COMMISSIONER JOHNSTON: How would your
18 rates paid to contributors compare with the Reader's
19 Digest? I see on page two of this translation writers
20 are paid \$250 to \$300 and others from \$175 to \$350 and
21 so on. Do you know any French-Canadian authors who have
22 had successful contributions to the Reader's Digest
23 French edition?

24 MME. ST-MARTIN: I don't know of any
25 Canadian authors.

26 THE CHAIRMAN: How long would it take to
27 get somebody from your business office here from
28 Montreal? Could they be here tomorrow?

29 COMMISSIONER JOHNSTON: Perhaps we could
30 get the information in Montreal.



1
2 THE CHAIRMAN: Well, thank you very much.

3 COMMISSIONER BEAUBIEN: Have you a news
4 column in your French edition of Chatelaine similar to
5 the one that you have in your English version? I think
6 you have a news column in the English version.

7 MME. ST-MARTIN: Instead of having one
8 news column we have spread the whole subject and we have
9 given different columns for different areas of activity
10 in Montreal. For instance, we have a column for Avant
11 Scene, theatre and ballet and concert, and another that
12 deals with T.V. or Mise au Point, and another one for
13 painters in Montreal. We felt in Montreal there were
14 so many activities in the cultural field that we
15 preferred to give a whole listing or column to each of
16 them.

17 THE CHAIRMAN: This editorial: do you mean
18 they are contributing editors? They are not an editorial
19 board?

20 MME. ST-MARTIN: No; this is contributor --
21 that is right.

22 COMMISSIONER BEAUBIEN: Who obtains your
23 advertising for you, and where? Is it done in Toronto?

24 MME. ST-MARTIN: No, it is in Montreal.

25 COMMISSIONER BEAUBIEN: Would you say in
26 regard to the future of your magazine in Canada that you
27 have confidence even though you are subject, of course,
28 to intense competition from magazines which will
29 undoubtedly develop from the other side? You are not
30 worried at all about what may happen to your magazine?



1 Do you have confidence you can face the competition?

2
3 MME. ST-MARTIN: We are very confident, but
4 it is only the third issue of my magazine, but I am
5 worried in a general sense because I am confident because
6 of this peculiar magazine that has appeared on the
7 French-Canadian market because I feel if the French-
8 Canadians acknowledge and are glad to receive contribu-
9 tions from other countries, if they always remain on the
10 consumer level, there will never be any Canadian or
11 French-Canadian culture. It is good to be nourished by
12 French importations, but is very important for French-
13 Canadians to create and give something, and naturally
14 if any magazine from France came in and had the same
15 privilege as we have here in this country, and would get
16 more response from the French-Canadian women because
17 these companies may be richer or have more means in
18 their own original countries, well, this would be a
19 tragedy for Canada. We French-Canadians do want to
20 strengthen our culture, taking everything from France,
21 but I still believe we must not be passive about the
22 country. We must create, and every means should be
23 taken to defend and support our creative tendencies
24 because these are the only ones which will give us
25 a strong and authentic culture.

26 As far as the future dangers are concerned --
27 well, I don't know. I know the American magazines have
28 taken a lot of the market in French-Canada, and,
29 naturally, it is quite unfair they should have the same
30 facilities to operate as the Canadian magazines. It is



1 not normal and it is not good for the Canadians, because
2 with that passive attitude towards culture we will never
3 make a country or a culture.
4

5 COMMISSIONER BEAUBIEN: I have seen three
6 issues of your magazine and it is very good. Do you
7 think La Revue Populaire can stand competition from your
8 magazines in the long run.

9 MME. ST-MARTIN: I believe they can. I
10 don't really have very precise figures but I have heard,
11 and I believe it is true, that, for instance, their
12 advertising has risen since October because, as everyone
13 knows, the more magazines there are on the market the
14 more the people are interested in magazines, the more
15 advertisers get interested, and it seems since we have
16 appeared on the market it has increased by 6 per cent,
17 which is quite a lot, and which will help them in their
18 own magazine.

19 COMMISSIONER BEAUBIEN: Do you mean to say
20 you would encourage more magazines from the United States
21 to come into this country?

22 MME. ST-MARTIN: No, I would encourage
23 creative contributions by French-Canadians and Canadians
24 and I would certainly ask the Government for assistance
25 in any way possible for the survival of Canadian maga-
26 zines, because you can't speak of the competition of a
27 French-Canadian magazine towards our magazines, or, the
28 competition of the Americans and the French, because they
29 are so much richer and it is almost impossible to really
30 compete. Maybe people would choose them because they are



1
2 nicer and have a better appearance, but it is useless
3 for a country not to have magazines in which people
4 can express themselves and create something. That is
5 why I feel Canadian magazines must be protected in a
6 way because the market is so small. It is a small
7 country and if we want it to have a culture we must do
8 something about it

9 COMMISSIONER BEAUBIEN: Do you think it
10 would be possible for an additional magazine or two to
11 take birth in this Province on the same lines as you
12 have here?

13 MME. ST-MARTIN: Certainly.

14 COMMISSIONER BEAUBIEN: There would still
15 be room for one or two additional French magazines in
16 this Province -- Canadian magazines?

17 MME. ST-MARTIN: Certainly, there is always
18 room. I think what we are going to find out is that it
19 is only since the people thought previously the French-
20 Canadian market had a maximum of 100,000, and it was no
21 market, and no one wanted to go into the market, and
22 no French-Canadian capital has been invested in this way,
23 and the French organisation talked about it for years
24 and years and no one dared to do it. Well, I think we
25 will show very shortly this maximum of 100,000 was
26 quite false. In fact, we think by the end of next year
27 it will be 150,000 at least, and even more than that
28 because people in Canada have to get used to reading
29 magazines which are so rare here that people really
30 have not been looking for what Canadians are thinking



1
2 and doing. There are not enough magazines, and the more
3 Canadian magazines there are the more everyone will do
4 that.

5 COMMISSIONER JOHNSTON: Do you know anything
6 about Perspectives, the French edition?

7 MME. ST-MARTIN: I have seen it -- this
8 weekly supplement.

9 COMMISSIONER JOHNSTON: Its circulation
10 is quite high, is it?

11 MME. ST-MARTIN: That is quite right.

12 COMMISSIONER JOHNSTON: I was wondering,
13 if there is room for more magazines in French-Canada,
14 why is it that several important magazines in English-
15 Canada have failed? The Canadian Home Journal was
16 absorbed by Chatelaine. I don't want to make it pessi-
17 mistic, but the graveyard is pretty large.

18 MME. ST-MARTIN: We do know it is not an
19 easy thing to have a magazine in Canada.

20 COMMISSIONER JOHNSTON: Have you any figures
21 to indicate the people reading magazines who have French
22 as their only language.

23 MME. ST-MARTIN: Reading Chatelaine now?

24 COMMISSIONER JOHNSTON: Yes.

25 MME. ST.-MARTIN: Well, I would say most of
26 them. There was a very small proportion, maybe 10,000
27 of the subscribers to the English Chatelaine who were
28 French-Canadian women, and a small percentage of them
29 have already asked to transfer their subscriptions to the
30 French one; but, there are many French-Canadians who



1 speak English. All those who are interested in reading
2 magazines usually can read in both languages.

3
4 COMMISSIONER JOHNSTON: What I was wondering
5 about was how much you are protected in your market by
6 the fact that your magazine is in French.

7 MME. ST-MARTIN: I don't see exactly the
8 meaning of the question. Protected from what?

9 COMMISSIONER JOHNSTON: How many women in
10 French-Canada read French only, and therefore the maga-
11 zine must be in French.

12 MME. ST-MARTIN: I am sorry, I don't think
13 I could have an exact figure on that.

14 COMMISSIONER JOHNSTON: You told us that
15 Reader's Digest, French edition, had no articles by
16 French-Canadian writers. Does that not protect you to
17 some extent also -- that is, to read about French Quebec
18 the readers must get a French magazine edited by and for
19 French-Canadians.

20 MME. ST-MARTIN: Yes, but before we started
21 here it was everyone's opinion that Canadians were not
22 interested in things from Canada and that French-Canadians
23 were not interested in what was going on in Quebec and
24 that they were much more interested in looking at the
25 beautiful American or French magazines and that is was
26 ridiculous to try to help Canadian publications because
27 people wanted something else. they were more interested
28 in what was going on in foreign countries. There was
29 nothing to prove the contrary -- or, almost nothing.
30 But, it seems that Canadians have come to a point where



1 they are interested in Canadian culture and in Quebec
2 also. Even for this new formula of the publication
3 sponsored by the Anglo-Canadian company their reaction
4 is tremendous in interest and curiosity because it is
5 really a French-Canadian publication reflecting our own
6 interests in this Province, and naturally there were
7 some other magazines from abroad which had more facili-
8 ties than us to distribute their own magazine, and
9 naturally we would find it a bit unkind and unfair to
10 us because we have many more problems than they.

11
12 COMMISSIONER JOHNSTON: You are not finding
13 any difficulty in the fact that the company owning the
14 magazine is from English-Canada?

15 MME. ST-MARTIN: I don't see any difficulty
16 at all because all the policy of this company -- Quebec
17 is part of Canada.

18 THE CHAIRMAN: Is there a contract between
19 the publication in Montreal and the Maclean-Hunter
20 people, or is it just an arrangement? Are there written
21 contracts between you as the editor and the Maclean-
22 Hunter people -- or is that a fair question? Do you
23 have a contract with them giving you complete editorial
24 freedom?

25 MME. ST-MARTIN: No, I don't have a contract
26 as an employee at all.

27 COMMISSIONER BEAUBIEN: It is an entente.

28 MME. ST-MARTIN: Yes.

29 COMMISSIONER BEAUBIEN: Would you say
30 Perspectives proves to be very serious competition?



1
2 MME. ST-MARTIN: Well, usually we don't
3 find that dailies or weeklies are competitors.

4 COMMISSIONER BEAUBIEN: And it would not
5 affect you materially in soliciting advertising or
6 readership time?

7 MME. ST.-MARTIN: It would be, I think, in
8 a certain way with the advertising and reading, but it
9 is normal competition. There must be some competition,
10 and we acknowledge it and that is quite normal.

11 THE CHAIRMAN: Well, thank you, Mme. St-
12 Martin. I don't know what my other colleagues think,
13 but you have been a most enchanting witness and a very
14 skilful one.

15 --- Short Recess
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PAR MONSIEUR CLAUDE-P. BEAUBIEN:

Voulez-vous vous identifier?

PAR M. PIERRE de BELLEFEUILLE:

Je suis Pierre de Bellefeuille, rédacteur en chef du magazine "McLean", et je voudrais ajouter quelque chose qui n'apparaît pas dans le texte, c'est que ce magazine que je ne peux pas vous montrer n'existe pas encore. Il ne commencera qu'à paraître qu'en février prochain.

(Le présent rapport est coté Q-5)

Monsieur le président,

Messieurs les membres de la Commission,

Vous me permettez dans doute d'expliquer d'abord en quelques mots pourquoi je n'ai voulu vous présenter que quelques remarques, plutôt qu'un mémoire en bonne et due forme. Il y a à cela deux raisons. D'abord, je fais partie du personnel de la maison McLean-Hunter qui a déjà présenté un mémoire, et, en second lieu, les quelques propos que je vais tenir devant vous ne constituent en aucune façon l'énoncé systématique et documenté qui seul a droit à

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nom de mémoire.

Le premier de ces quelques propos a trait au rôle que les magazines pourraient jouer au Canada français. A mon avis, il s'agit ici d'un mode d'expression dont le Canada français a grand besoin, surtout dans l'état actuel de son évolution culturelle.

Ce besoin n'est évidemment pas exclusif au Canada français. Le visage du Canada serait tout autre si, pour ne citer qu'un seul exemple, MacLean's Magazine devait disparaître. Dans The Canadian Reader, bulletin mensuel du Reader's Club of Canada, livraison de décembre 1960, Peter Martin écrit ce qui suit: "Quelques institutions font l'unité de notre nation. Physiquement, les chemins de fer et les lignes aériennes. Politiquement, le Parlement et le fonctionnarisme. Culturellement, la Société Radio-Canada et MacLean's Magazine. J'exagère peut-être un peu, mais il ne fait pas de doute que MacLean's occupe une place unique dans notre nation".

Quant au Canada français, j'ai fait allusion à l'état actuel de son évolution culturelle. L'observateur, même s'il est cynique et s'il refuse de prendre des velléités pour des réalisations, ne peut s'empêcher de constater l'éveil

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culturel du Canada français. Dans la province de Québec, nous avons assisté dernièrement à des événements politiques qui n'ont pas peu contribué à créer un nouveau climat. Mais si la politique peut agir sur le climat culture, il n'est pas moins vrai qu'elle en est parfois le reflet.

Notre époque a été marquée par des progrès rapides dans le domaine des communications de masses. Et par ce qui semble constituer une loi de l'expression humaine, ces progrès ont provoqué un perfectionnement des autres modes d'expression. L'avènement de la radio a permis aux journaux de faire un meilleur travail dans les domaines qui leur conviennent le mieux. De même, la télévision a permis à la radio de se régénérer. Ces progrès ont cristallisé nos besoins culturels. Ils ont favorisé la prise de conscience que la gravité de nos problèmes politiques, économiques et éducatifs a provoquée.

Il y a au Canada français de plus en plus d'écrivains et d'artistes qui vivent de leur art. Il faut souhaiter qu'ils aient plus d'une corde à leur arc. La télévision a un appétit féroce, mais peu d'écrivains et d'artistes se consentent volontiers d'y consacrer tout leur talent. Il y a sans doute des choses qui s'expriment mieux sur le petit

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écran que dans les pages d'un livre, d'un journal ou d'un magazine, mais l'inverse est tout aussi vrai. Ceux dont le métier d'exprimer nos aspirations, nos idées et nos sentiments ont besoin de bons magazines auxquels ils puissent collaborer.

Ai-je besoin de dire que l'équipe du Magazine MacLean, édition française, dont le premier numéro doit paraître à la mi-février, est résolue à tout mettre en oeuvre pour que ce périodique soit un bon magazine canadien-français? Certains penseront peut-être qu'il est inexact de parler d'un magazine canadien-français quand il s'agit d'une publication de la maison McLean-Hunter de Toronto. A ceux-là, je voudrais rappeler que la politique de la maison n'est pas de traduire ses magazines en français, mais plutôt d'en lancer de nouveaux qu'elle confie à des équipes de rédaction entièrement canadiennes-françaises. Les bureaux de la rédaction du Magazine MacLean sont situés à Montréal. Nous avons commencé notre travail, qui consiste à mettre à contribution les meilleurs plumes du Canada français.

Permettez-moi de vous décrire brièvement nos projets quant au contenu du Magazine McLean. D'abord,

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deux catégories principales: Les chroniques politiques et les articles. Les chroniques politiques porteront sur la politique fédérale, la politique provinciale du Québec, la politique provinciale du Nouveau-Brunswick, la politique américaine et la politique européenne. Les articles, qui seront illustrés avec soin, consisteront en des enquêtes, des reportages, le plus souvent sur des sujets canadiens mais non pas de façon exclusive. En effet, on trouvera dans chaque numéro un ou quelques articles sur la vie et les événements dans d'autres parties du monde dans la plupart des cas, ces articles proviendront de Canadiens en séjour ou en voyage à l'étranger.

Outre ces deux catégories principales, chaque numéro contiendra des pages d'information générale et d'informations sur le monde des arts et des spectacles, un éditorial, une tribune libre, de courtes oeuvres d'imagination et quelques autres rubriques régulières.

Parmi nos chroniqueurs réguliers, nous sommes très fiers de compter un des plus grands journalistes, un des esprits les plus fins du Canada français, André Laurendeau, rédacteur en chef du Devoir, qui renseignera chaque mois nos lecteurs sur les grands courants de la politique au Québec. J'aimerais profiter aussi de l'occasion pour annon-

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cer que nos lecteurs trouveront dans chacun de nos numéros un billet du grand écrivain français François Mauriac, Prix Nobel et membre de l'Académie française.

Ainsi, le magazine McLean se propose d'aider le Canada français à se mieux connaître lui-même, mais aussi à mieux connaître le Canada dans son ensemble et le monde qui nous entoure.

Je me permets d'insister sur le fait que la maison McLean-Hunter n'impose aucune consigne à la rédaction du magazine McLean. En ma qualité de rédacteur en chef, j'ai carte blanche. La politique de rédaction du magazine sera celle qu'établira l'équipe de rédaction qui, je le répète, n'a reçu aucune consigne de Toronto, si ce n'est celle de produire un excellent magazine canadien-français.

En dépit du dicton qui veut que l'argent n'ait pas d'odeur, plusieurs personnes ont exprimé publiquement leur crainte de voir le financement torontois influencer l'esprit du magazine. Je leur réponds que l'esprit du magazine sera celui qui se dégagera d'articles rédigés par les meilleures plumes du Canada français.

Toutefois, l'autonomie du magazine McLean n'ex-

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cluera pas les échanges avec McLean's Magazine. Parmi les articles que l'équipe dirigée par Blair Fraser prépare, je serai appelé à en choisir quelques-uns que nous adapterons, au rythme de trois ou quatre articles et rubriques sur un total d'une vingtaine d'articles et rubriques par numéro. Quant à moi, je considère que ces échanges seront très avantageux, car McLean's Magazine compte d'excellents collaborateurs, et à ceux qui craignent que ces échanges ne provoquent l'infiltration d'une pensée étrangère à la nôtre, je réponds que l'infiltration se fera dans les deux sens. D'insidieuse façon, la pensée canadienne-française influencera le Canada anglais, par l'intermédiaire des articles que Blair Fraser décidera d'emprunter du Magazine McLean.

A tout prendre, les inquiétudes auxquelles je viens de faire allusion me font songer à ces philosophes qui discutaient le sexe des anges pendant que l'ennemi était aux portes de la ville. Je ne dirai rien d'original si j'affirme que la grande menace qui pèse sur l'identité culturelle canadienne, c'est l'américanisation. Et il s'agit ici de l'identité culturelle canadienne-française comme de l'identité culturelle canadienne-anglaise.

A mon avis, il est impérieux que l'Etat continue

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d'intervenir, avec une vigueur nouvelle, pour sauvegarder notre identité culturelle. Il n'est pas facile de parler du danger d'américanisation sans donner l'impression qu'on est anti-américain. Mais ce n'est pas là une raison de se taire.

Depuis la guerre d'indépendance les Américains ont les pieds solidement plantés en terre d'Amérique. Ils s'emploient à bâtir une civilisation nouvelle, ce "way of life" qu'on peut discuter à l'infini mais dont on ne peut nier ni l'originalité, ni la vigueur ni le pouvoir de rayonnement. Notre civilisation à nous Canadiens a un fondement différent. Celle du Canada français est fondée sur le refus de l'engloutissement. Celle du Canada anglais aussi. Nos ancêtres ont refusé carrément de participer à la grande aventure américaine. Ils ont préféré acclimater en Amérique la civilisation anglaise et la civilisation française. Nous n'avons pas le droit de les laisser dépérir.

Il faut donner à notre milieu culturel la richesse, l'éclat et l'envergure qui en feraient non seulement l'orbite modeste qui suffirait aux nationaux, mais aussi le pôle d'attraction vers lequel graviteraient des artistes

et des penseurs étrangers. Nous n'y parviendrons jamais si l'Etat n'intervient pas au besoin pour protéger et encourager efficacement nos modes d'expression culturelle.

COMMISSIONER BEAUBIEN: Have you an entente with your principals in Toronto somewhat similar to the entente between Chatelaine with regard to the editorial material which you are attempting in your coming magazine?

MR. BELLEFEUILLE: An entente?

COMMISSIONER BEAUBIEN: Will you be left free by your principals in Toronto to publish what you choose?

MR. BELLEFEUILLE: Yes, entirely free; there is a very firm understanding with the editor of the magazine on what goes in the magazine. There is no pressure to set any policy. There is no pressure to take any article. The only pressure there is -- and it is not pressure, really; it is just part of the overall understanding -- and that is that there will be exchanges between the two magazines both for reasons of making the readers of Macleans better acquainted with what French-Canadian writers are doing and vice versa, and for obvious reasons of economy.

COMMISSIONER BEAUBIEN: Have you come to a



1
2 decision as to the proportion of material you might
3 export or import from one magazine to another?

4 MR. BELLEFEUILLE: Yes; as I have said in
5 my remarks, the average according to present plans will
6 be two-and-a-half items per issue in our magazine which
7 will be borrowed from Macleans. This, to be more specific,
8 will probably include each month the column provided from
9 the Maclean Washington bureau which we will adapt each
10 month, so that there will then be one-and-a-half articles
11 on the average in addition to that out of a total of
12 approximately 20 columns and articles.

13 THE CHAIRMAN: Have you an arrangement about
14 an Ottawa bureau.

15 MR. BELLEFEUILLE: On occasion we will
16 adapt Mr. Newman's column, but for our regular column we
17 have our own process.

18 COMMISSIONER BEAUBIEN: I imagine you have
19 contacted a good number of French writers up to now,
20 including Mr. Newman. Have you been finding any diffi-
21 culty in getting the number of writers you will need?

22 MR. BELLEFEUILLE: No, there is no insur-
23 mountable difficulty. This is perhaps a bit too technical,
24 but there is a bit of a problem in the sense there is a
25 large number of writers in French-Canada who have never
26 written for this medium, who have been writing mostly
27 for television and radio, and this is a new training for
28 them to undergo. However, this is a minor difficulty
29 which we will get over fairly quickly.

30 COMMISSIONER BEAUBIEN: How about your



1
2 advertising rates: are they going to be about the same as
3 Chatelaine?

4 MR. BELLEFEUILLE: I am afraid I am not
5 competent to answer this question. I have nothing to
6 do with advertising except to welcome it when it comes
7 and makes the magazine possible.

8 COMMISSIONER BEAUBIEN: I understand Chate-
9 laine have certain bargain rates: where you publish an
10 advertisement in the English version and the French version
11 you get a special price.

12 MR. BELLEFEUILLE: I know the sales effort
13 between Macleans magazine and its French edition is based
14 on this joint approach. Advertisers are encouraged to
15 advertise in both for national coverage. However, the
16 rates are, themselves, out of my field entirely.

17 THE CHAIRMAN: You know this Province very
18 well: have you any fear, yourself, about the combined
19 competition of Reader's Digest and Time magazine plus what
20 comes in from France, endangering the existence of this
21 new venture.

22 MR. BELLEFEUILLE: I think it will make the
23 life of this new venture difficult. I think it will be
24 difficult for any but the most firmly established publi-
25 shing houses to launch a venture such as this. My concern
26 with existing competition centres mostly in the large
27 urban areas. Up until now French-Canadian magazines have
28 had a higher proportion of readership in small towns in
29 rural areas than in the big cities where there is stiffer
30 competition from American publications. There is also a



1
2 possibility of increasing competition from periodicals
3 from France. As Mme. St-Martin mentioned, some are
4 planning Canadian editions or Canadian sections, including
5 Elle and Paris Match. There is perhaps there a danger of
6 serious competition.

7 I would like to comment some more on that,
8 if I may. The provincial government this morning, if I
9 understood its submission correctly, emphasised the difference
10 between magazines from France and those from the
11 United States, and as far as this goes I find myself in
12 agreement with the view there is a significant difference,
13 the difference being that in terms of English language
14 printed matter there is an abundance of it in Canada
15 generally, whereas in terms of French language printed
16 matter there is not an abundance. There is perhaps an
17 apparent abundance, but amongst the periodicals that are
18 available a high proportion of them could be classed as
19 trash, whether it is domestic or imported, and what is
20 left is a rather skimpy diet for a reader of periodicals,
21 and therefore French periodicals can play a more useful
22 role in Canada than American periodicals can because of
23 the large numbers of American periodicals available here.
24 However, I do not think, having made this distinction,
25 the periodicals from France should be given conditions
26 under which they could invade the market and represent
27 unfair competition to domestic publications. I think
28 they should be welcome but under conditions that would
29 still make it possible for French-Canadian magazines to
30 develop and thrive.



1
2 THE CHAIRMAN: When you speak of invading
3 the market doesn't that mean invading the newstands in
4 the urban areas?

5 MR. BELLEFEUILLE: Yes.

6 THE CHAIRMAN: They wouldn't have much
7 mail subscription, would they?

8 MR. BELLEFEUILLE: I don't know the
9 figures.

10 THE CHAIRMAN: Well, let us take Rimouski,
11 Matane, Gaspe, and Bonaventure: surely these people would
12 not have been mail subscribers to publications from Paris?

13 MR. BELLEFEUILLE: Small numbers of them.

14 THE CHAIRMAN: But they would be from you?
15 Your mail subscribers -- you must have a great field to
16 work in?

17 MR. BELLEFEUILLE: Yes, that is correct

18 THE CHAIRMAN: So, really, we are talking
19 about the competition you get on the newsstands of
20 Montreal, Quebec and Three Rivers, and so on, and perhaps
21 some of the smaller areas.

22 MR. BELLEFEUILLE: But I would wonder,
23 taking the case of Paris Match, if Paris Match does
24 launch a Canadian edition with a Canadian section I
25 would think they would also enlarge the subscription
26 effort.

27 THE CHAIRMAN: Is there some talk of this
28 paper doing that?

29 MR. BELLEFEUILLE: Yes.

30 THE CHAIRMAN: Is there talk or some



1
2 evidence to that effect?

3 MR. BELLEFEUILLE: In the case of Elle
4 this has been referred to publicly by representatives of
5 the publishers. In the case of Paris Match, as far as I
6 know, it is a rumour; but, it is a persistent rumour.

7 THE CHAIRMAN: It could happen?

8 MR. BELLEFEUILLE: Yes.

9 THE CHAIRMAN: Is this a very well
10 established paper in Paris?

11 MR. BELLEFEUILLE: Yes, it is the big
12 illustrated magazine.

13 COMMISSIONER JOHNSTON: I was wondering
14 if you would tell us what your background is? In other
15 words, are you going to have a good chance of succeeding
16 in this great project? What is your professional back-
17 ground?

18 MR. BELLEFEUILLE: Mine?

19 COMMISSIONER JOHNSTON: Yes.

20 MR. BELLEFEUILLE: Well, I am a newspaper
21 man by election. I practised the newspaperman's trade
22 from 1945 to 1951, and then I became a civil servant,
23 also by election. I spent $8\frac{1}{2}$ years with the National
24 Film Board of Canada. I was concerned with the distri-
25 bution of documentary films and I was also concerned with
26 the Board's information programme. Again by election,
27 this year I came back to my original trade.

28 COMMISSIONER JOHNSTON: With the papers?

29 MR. BELLEFEUILLE: Yes.

30 COMMISSIONER JOHNSTON: It is said here



1
2 somewhere Mr. Demarais pointed with pride at the French-
3 Canadians and their cultural heritage and his company's
4 recognition of the values of French-Canadian culture and
5 ideology. Would it be unfair to him to suggest he hopes
6 ultimately to make a profit on this operation.

7 MR. BELLEFEUILLE: I am sure it would not
8 be unfair.

9 THE CHAIRMAN: Will you have an editorial
10 page in your magazine?

11 MR. BELLEFEUILLE: Yes, sir.

12 THE CHAIRMAN: Will you have an editorial
13 policy?

14 MR. BELLEFEUILLE: My intention is to write
15 the editorial each month myself. I am not keen on
16 developing a firm editorial policy.

17 THE CHAIRMAN: That is with respect to
18 some particular party?

19 MR. BELLEFEUILLE: Or issues. The policy
20 will develop as the magazine appears and takes stands.

21 THE CHAIRMAN: You will take a stand on a
22 question as the question arises year after year and month
23 after month.

24 MR. BELLEFEUILLE: Yes.

25 THE CHAIRMAN: But you have no particular
26 philosophy on free enterprise or collectivism or state
27 controls -- these things will be dealt with in your
28 stride?

29 MR. BELLEFEUILLE: Yes, but I suppose I
30 would have stable views vis-a-vis these various forms.



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2 THE CHAIRMAN: And this would be largely
3 provincial because of the fact this is purely a Quebec
4 paper.

5 MR. BELLEFEUILLE: No sir, this is a
6 Canadian magazine.

7 THE CHAIRMAN: This is a Canadian magazine?

8 MR. BELLEFEUILLE: Yes. A point I omitted
9 to make in my remarks is that we have made arrangements
10 with Stringers Correspondence in all parts of the
11 country in all Provinces except one -- Newfoundland.
12 Stringers will send us copy on the developments in their
13 respective areas.

14 THE CHAIRMAN: Do you anticipate subscribers
15 and sales in various parts of Canada outside Quebec?

16 MR. BELLEFEUILLE: We hope to have substan-
17 tial circulation in Canada outside Quebec.

18 THE CHAIRMAN: There is a large French
19 population in Saskatchewan and all over the west.

20 MR. BELLEFEUILLE: Yes.

21 THE CHAIRMAN: Do you contemplate tapping
22 the large population of French origin in the New England
23 states?

24 MR. BELLEFEUILLE: Yes, we have made plans
25 to try to get some circulation in the New England states
26 and also, in our less serious moments, we made plans to
27 get some circulation in France, but I am afraid both
28 these plans will lack business significance.

29 THE CHAIRMAN: It would not be a serious
30 counter-attack on the enemy's own ground?



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2 MR. BELLEFEUILLE: I don't think that
3 would be possible.

4 COMMISSIONER BEAUBIEN: How are you going
5 to distribute your magazine? You will have subscriptions?

6 MR. BELLEFEUILLE: Yes.

7 COMMISSIONER BEAUBIEN: And stands?

8 MR. BELLEFEUILLE: Newsstand sales.

9 COMMISSIONER BEAUBIEN: Who is going to
10 handle stand sales?

11 MR. BELLEFEUILLE: We have an arrangement
12 with a firm Eclair Distribution.

13 COMMISSIONER BEAUBIEN: Who is behind that?

14 MR. BELLEFEUILLE: It is Benjamin backed by
15 Hachette.

16 COMMISSIONER BEAUBIEN: There are two
17 distributors in Quebec.

18 MR. BELLEFEUILLE: I think there are some
19 outlets to which we can only have access by getting
20 Eclair to work its way through Benjamin.

21 COMMISSIONER BEAUBIEN: Is there a close
22 connection between Benjamin and Paris Match?

23 MR. BELLEFEUILLE: Oh yes, extremely close.
24 Is it owned by the same people?

25 COMMISSIONER BEAUBIEN: I don't know.

26 MR. BELLEFEUILLE: It is owned by the same
27 people as Elle.

28 COMMISSIONER BEAUBIEN: Hachette are both
29 distributors and publishers?

30 MR. BELLEFEUILLE: Yes; Hachette owns



1 Benjamin.

2
3 THE CHAIRMAN: Are you in fairly frequent
4 communication with Mr. Blair Fraser at the present time?

5 MR. BELLEFEUILLE: Yes sir; at least once
6 a month I spend several hours with him, and usually more
7 often than that.

8 THE CHAIRMAN: You get the benefit of his
9 advice?

10 MR. BELLEFEUILLE: Yes, and I must say he
11 is very careful not to dispense his advice freely. I
12 have to pry it out of him.

13 COMMISSIONER BEAUBIEN: If you establish
14 these Stringers Correspondence they would be interpreting
15 the rest of the country to your readers in French Quebec?

16 MR. BELLEFEUILLE: Right.

17 COMMISSIONER JOHNSTON: And likewise you
18 would expect to supply Macleans magazine with some
19 articles with a Quebec point of view; is that correct?

20 MR. BELLEFEUILLE: Yes -- or, I would say
21 a French-Canadian point of view.

22 THE CHAIRMAN: Thank you very much, sir.
23 I would like to thank all those who came here and gave
24 us the benefit of their advice. We are very grateful to
25 you and we are grateful to the Province of Quebec for
26 placing at our disposal this very splendid room.

27 --- Adjournment.
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